



# index

OF EDITORIAL CONTENT-2nd HALF 1970



# How to Use this Index

---

Every article appearing in *Business Week* during the last six months of 1970 is comprehensively indexed in this volume. All articles are indexed alphabetically by subjects and by the names of individuals, private businesses and government agencies in all cases where such were either the subject of the story reported or had a primary relationship to the topic covered. The following paragraphs are offered as a guide to the Index.

**Business Organizations.** Industries are indexed under their simple designations such as: "Aviation," "Shipbuilding," "Textiles," etc. In addition, all articles having reference to a private company will be found under that company's name.

**Labor.** General labor news is indexed under such broad headings as "Wages," "Employment," "Labor," and the like. References should also be made to the various government labor agencies and to individual companies. Because the full names of many trade unions are not generally well known, trade union items are indexed by parent organization, under "AFL-CIO," or "Independent Unions," and then in

turn under subheads by the trade or industry in which they operate. There is one exception: the railroad brotherhoods are indexed only under "Railroads—Labor."

**Government.** The permanently established departments of the Federal Government will be found under "D," "Department of the Treasury," "Department of Defense," and "Post Office Department."

**Independent Commissions and Special Emergency Agencies.** These will be found arranged alphabetically by their established names. In addition, they are also indexed under their field of activity.

**Reference Dept.** Many individual headings suggest other entries (See also . . .) which may be consulted in looking for specific articles. If, however, you cannot find a specific article, or you would like any general information about material which *Business Week* has published, do not hesitate to make direct inquiry by mail or telephone to Business Week Library, 330 West 42nd Street, New York 10036, N. Y.; telephone 971-3298.

TESSIE MANTZOROS, Librarian

## How to Use this Index

This index is designed to help you find the information you need in this book. It is organized in a way that makes it easy to use.

The index is divided into two main sections: a subject index and an author index. The subject index is organized alphabetically by subject, and the author index is organized alphabetically by author's name.

Each entry in the index is followed by a page number. This number tells you where in the book you can find the information you are looking for.

If you are looking for information on a specific subject, you can find it in the subject index. If you are looking for information on a specific author, you can find it in the author index.

The index is a valuable tool for finding information in this book. It is organized in a way that makes it easy to use, and it provides a quick and easy way to find the information you need.

We hope this index will help you find the information you need in this book. Thank you for using this book.

The index is a valuable tool for finding information in this book. It is organized in a way that makes it easy to use, and it provides a quick and easy way to find the information you need.

We hope this index will help you find the information you need in this book. Thank you for using this book.

The index is a valuable tool for finding information in this book. It is organized in a way that makes it easy to use, and it provides a quick and easy way to find the information you need.



# BUSINESS WEEK INDEX

July-December, 1970

## A

### ABC System

See Automobile Baggage Checking System

### AFL-CIO

See also Independent Unions: Labor, Wages, Dept. of Labor; National Labor Relations Board

Unions aim for the blue-collar vote (with illus) p48, Sept.5

Minority hiring provisions circulated in the construction industry # p36, Sept.12

Labor starts to mend a divided house (with illus) p17, Oct.31

Why the unions fear the multinationals (with illus) (Special Report) p94, Dec.19

### Building and Construction

A broader roof over building talks p80, July 11

Building trades don't scare easily p15, Dec.12

### Garment Workers

Pressing hard for better pensions (with illus) p69, Nov.28

### Longshoremen

Dock workers set tough goals p69, Nov.28

Getting set for dock talks # p90, Dec.12

### Oil, Chemical & Atomic

Job hazards hit the bargain table (with illus) p88, Dec.12

### Railway & Airline Clerks

A striking pose (with illus) p30, July 18

Court vetoes antistrike tactic p78, Nov.7

### Seafarers

Too generous Seafarers # p25, July 4

### Steel

Ford's advice to suppliers # p26, July 11

Wary steel users run for early cover (with chart) p20, July 18

A pay hike for steelworkers p61, Aug.8

Steelworkers talk tough (with illus) p88, Oct.3

A new pattern for basic steel? (with illus) p78, Nov.7

Steel workers talk tough # p110, Nov.14

Uniting the miners # p110, Nov.14

White-collar militants # p90, Dec.12

### AMF, Inc.

Business says it can handle bigness (with illus) (Special Report) p108, Oct.17

### AMK Corp.

Bold start for AMK and United Fruit p22, July 4

### ABEL, I. W.

Steelworkers talk tough (with illus) p68, Oct.3

A new pattern for basic steel? (with illus) p78, Nov.7

### ABRASIVE Machines

Grinder gives Norton an edge (with illus) p70, Oct.31

### ABSENTEEISM

Absenteeism just won't quit p66, July 25

### # Short News Item

Readers Report: Tell us more p6, Aug.15

### ACCOUNTING

CPAs finally agree on a merger rule (with illus) p23, July 4

Clashing head on over merger rules p19, July 25

Accounting board backs off # p21, Aug.8

Underneath the balance sheets (with illus) (Special Report) p80, Dec.19

### ACCOUNTING Principles Board

CPAs finally agree on a merger rule (with illus) p23, July 4

### ACKERMAN, Peter

IOS: Back from the impossible dream (with illus) p68, July 4

### ACT of State Doctrine

State Dept. moves to rescue overseas holdings p72, Dec.5

### ADELA

The company that nurtures Latin business (with table and illus) p64, July 11

### ADOLPH Coors Co.

Coors, the brewery that breaks all the rules (with illus) p60, Aug.22

### ADVERTISING

See also Newspapers; Magazines; Radio; Television

Readers Report: Ad sales talk p5, July 4

Della Femina: From those Wonderful Folks (with illus) p6, July 4

Roarin' rockets: It's Brand-Rex (with illus) p44, July 11

Ads that pierce the iron curtain p30, July 18

A TV package nobody pays for (with illus) p80, Aug.1

Advertising claims made by cereal manufacturers # p30, Aug.8

Coors, the brewery that breaks all the rules (with illus) p60, Aug.22

Auto strike costs magazines a bundle p27, Sept.26

Admen suffer from overkill (with illus) (Special Report) p132, Oct.17

Gray skies for black admen (with illus) p81, Oct.31

How it pays to advertise # p103, Nov.14

A hard sell and handcuffs # p63, Nov.28

Ads and old masters (with illus) # p63, Nov.28

False advertising redefined-now audiences count p38, Dec.5

The FTC ties a can to a Zerex ad p30, Dec.5

A bright spark for cigarette makers (with table) p64, Dec.26

Old ads never die # p66, Dec.26

Tobacco men and equal time # p21, Dec.26

### ADVERTISING Agencies

Advertisers do it themselves (with illus) p66, July 18

Jobless admen live on hope (with illus) p68, Aug.22

Madison Avenue goes multinational (with table and illus) (Special Report) p48, Sept.12

Readers Report: Do-it-yourself ads p6, Sept.12

Readers Report: 'Pretenders' unveiled p4, Sept.19

### ADVISORY Council on Executive Organization

Nixon sends up an Ash balloon (with illus) p24, Aug.29

### AERIAL Walkways

Aerial walkways: big plans for the future (with map and illus) p48, Dec.26

### AEROJET-General Corp.

Hope rises for DDT # p32, July 18

### AEROSPACE Industry

Goodbye, Columbus # p25, July 4

Airbus is ready, but the airlines are not (with table) p80, July 18

Lockheed gains some financial lift p36, Sept.19

Aerospace tries to pick up the pieces (with cover, chart, table and illus) p48, Dec.12

### AEROSPACE Technology

The Rockwell game plan starts to work (with illus) p80, Sept.26

### AFRICA

The Congo: Enter the quiet Japanese on the run (with illus) p22, Sept.5

Telling it to Africa (with illus) p84, Oct.31

### AGENCY for International Development

Takeovers would cost AID plenty p101, Sept.12

Nixon reshapes foreign aid to slimmer profile p80, Sept.19

### AGNEW, Bruce

Book Review p8, July 18

### AGNEW, Spiro T.

The rich GOP gets richer (with illus) p100, Oct.10

Agnew: The local image is cool (with illus) p43, Oct.17

### AGRICULTURAL Machinery

The drought in farm machinery (with illus) p80, July 4

### AGRICULTURE

Farm bill makes superficial cuts (with table) p22, Aug.15

Upside-down economics (Editorial) p94, Aug.15

Farmers cut their capital spending, too p14, Aug.22

Chemical companies take to the land p30, Nov.21

The turkey carves a year-round market (with illus) p30, Nov.21

### AIR Pollution

Air wins in Los Angeles # p32, July 18

Readers Report: Pollution progress? p4, Aug.8

New attack on pollution # p21, Aug.8

Foes of car fumes put heat on Detroit (with illus) p20, Aug.15

An auto race where cleanliness counts (with map and illus) p90, Aug.15

Foundries fall on clean-air laws (with illus) p48, Aug.29

Reopening the door to pollution suits p23, Sept.12

The clean-air-car battle escalates (with illus) p28, Sept.26

An expanding future for LNG (with illus) p54, Sept.26

Turning junk and trash into a resource (with cover, table, chart, illus) (Special Report) p66, Oct.10

GM's smog cutter # p54, Oct.17

Treating pollution as a business cost (with illus) (Special Report) p88, Oct.17

Smog threat over the Thames (with illus) p58, Oct.24

Detroit's battle with Washington (with illus) p28, Dec.5

Jet smoke gets the eyeball test (with illus) p46, Dec.19

The high cost of cleaner air (with illus) p16, Dec.26

#### AIR Power

Readers Report: Air power p7, July 18

Squeezing power out of thin air (with illus) p76, Aug.1

#### AIRBORNE Warning & Control System

Boeing wins a big one # p26, July 11

#### AIRBUS

Airbus is ready, but the airlines are not (with table) p80, July 18

DC-10 finds another buyer # p25, Aug.1

Lockheed airbus revs up # p20, Sept.5

#### AIRLINES

Lockheed seeks a place to land (with illus) p23, July 11

#### ALASKA

Rushing the oil gear to Alaska (with illus) p22, July 11

Piping gas from Alaska to the Midwest p72, July 25

To approve construction of Alaska oil pipeline # p32, Nov.7

Arctic oil is still beyond reach (with map) p23, Nov.28

#### ALBAUGH, Dr. Fred

Why the AEC dropped Battelle (with illus) p110, Nov.21

#### ALBERT, Carl B.

Carl Albert set to make House an activist force p31, Nov.7

#### ALCORN Combustion Co.

A battered Ling tries a comeback (with illus) p23, Dec.5

#### ALEXANDER, Kermit

Rozelle referees a strike settlement (with illus) p19, Aug.8

#### ALGERIA

Algeria puts a sharp bite on oil exporters p72, July 25

#### ALLENDE, Salvador

Latins seek more from business (with cover, chart and illus) p104, Sept.12

Chile: Allende casts a shadow on business (with illus) p28, Nov.7

#### ALLIANCE for Labor Action

The ALA lowers its sights # p80, Aug.15

#### ALLIS-Chalmers Mfg. Co.

The drought in farm machinery (with illus) p80, July 4

Merger of Whites eases grip on Allis p22, Aug.22

#### ALPHA Systems, Inc.

How to manage a professor (with illus) p40, Aug.22

#### ALUMINUM

Aluminum packs power for GM p76, Aug.1

# Short News Item

Aluminum cutbacks reduce the glut p45, Oct.17

Aluminum predicts 'upward stability' (with illus) p30, Nov.14

#### ALUMINUM Foam

Foam metals finally rise to the surface p24, Sept.12

#### ALYESKA Pipeline Service Co.

Arctic oil is still beyond reach (with map) p23, Nov.28

#### AMAZON River

Brazil: A highway to save the Northeast (with map) p34, Nov.14

#### AMERICA Illustrated

Ads that pierce the iron curtain p30, July 18

#### AMERICAN Air Lines

An airline 'secret' gets hit by flak (with illus) p74, Sept.26

#### AMERICAN Bankers Assn.

American Bankers Assn. had mailing list trouble # p38, Nov.21

#### AMERICAN Bar Assn.

Shifting Lawyers-for-the-Poor to another agency # p38, Dec.5

#### AMERICAN Brands, Inc.

Where cigarette men go after TV (with cover, chart and illus) p64, Nov.21

#### AMERICAN Broadcasting Co.

Networks to cut prime time gladly (with illus) p27, Nov.21

#### AMERICAN Courier Corp.

Post Office gets a private rival (with illus) p22, Nov.28

#### AMERICAN Cyanamid Co.

A code to end labeling mixups (with illus) p53, July 4

The duel over Elizabeth Arden (with illus) p48, Oct.17

A courtship goes to court # p38, Oct.24

Synergistic mergers # p21, Dec.26

#### AMERICAN Enka Corp.

Roarin' rockets: It's Brand-Rex (with illus) p44, July 11

#### AMERICAN Greetings Corp.

Greetings with a 'Soft Touch' # p50, Sept.26

#### AMERICAN Heritage Publishing Co.

Old ads never die # p66, Dec.26

#### AMERICAN Institute of Certified Public Accountants

CPAs finally agree on a merger rule (with illus) p23, July 4

#### AMERICAN Management Assn.

Better management? # p26, Nov.28

#### AMERICAN Management Systems, Inc.

The new mission of systems analysis (with illus) p70, July 4

#### AMERICAN Medical Assn.

Drug makers and the AMA split over the pill p32, Aug.22

#### AMERICAN Metal Climax, Inc.

Zambia: A friendly takeover in the Copper-belt (with map) p24, Aug.22

Readers Report: More on AMAX p7, Sept.12

#### AMERICAN Motors Corp.

The minis meet the imports (with cover, table and illus) p68, Aug.15

American Motors' crucial year (with illus) p17, Oct.3

Skidding profits at AM # p32, Nov.21

Army bogs down over a new truck (with illus) p92, Nov.28

#### AMERICAN Nuclear Society

Radiation foes get overheated (with illus) p24, Nov.21

#### AMERICAN Revolution Bicentennial Commission

Philadelphia: host for the spirit of 1976 p21, July 4

#### AMERICAN Selling Price

Trade talks with the Hill p29, July 25

The trade bill becomes a Nixon victory p31, Aug.15

#### AMERICAN Smelting & Refining Co.

A welcome relief for General Cable p23, Aug.22

#### AMERICAN Society of Mechanical Engineers

The engineers of the body (with illus) p49, Dec.5

#### AMERICAN-Standard, Inc.

A new industry looks at itself p88, Nov.14

#### AMERICAN Telephone & Telegraph Co.

FCC lets everyone in on data action p30, July 18

A new voice at New York Telephone (with chart and illus) p60, Sept.5

AT&T and Comsat wire a deal on satellites p49, Oct.17

Phone rate-setting raises more static p22, Oct.31

How Commissioner Johnson bugs Ma Bell (with illus) p63, Nov.14

Battle over bias charges # p50, Dec.19

Nixon bias suits get a political tag (with illus) p21, Dec.26

#### AMERICAN Thermogen Co.

In the dumps over garbage (with illus) p62, Sept.12

#### AMERICA'S Cup Races

America's Cup: viewing an offshore classic p90, July 25

The challenger from France (with illus) p36, Aug.15

#### AMMUNITION

An ammo plant shuts its doors (with table) p44, Sept.5

#### ANDEAN Pact

Andean Pact splits over foreign investment policy p64, Dec.12

#### ANDERSON, Robert

The Rockwell game plan starts to work (with illus) p80, Sept.26

#### ANGLO American Corp.

Zambia: A friendly takeover in the Copper-belt (with map) p24, Aug.22

#### ANTIFREEZE

The hot battle over antifreeze p54, Aug.15

The FTC ties a can to a Zerex ad p30, Dec.5

#### ANTIMISSILE System

See Rockets and Missiles

#### ANTITRUST Laws and Enforcement

Ford must disconnect from Autolite plugs p24, July 11

FTC plans tasty probe # p26, July 11

Foes of car fumes put heat on Detroit (with illus) p20, Aug.15

Reopening the door to pollution suits p23, Sept.12

Fleet discounts flap # p21, Oct.3

The attack on the big boys (with illus) (Special Report) p78, Oct.17

Businessmen lose some immunity p24, Nov.7

New antitrust target # p26, Nov.28

An EEC rule—but no test yet (with illus) (Special Report) p132, Dec.19

U.S. antitrust reaches abroad (with illus) (Special Report) p128, Dec.19

#### APOLLO

Cancellation of two Apollo flights # p30, Oct.3

#### APPALACHIA

Appalachia as a developing nation (with map and illus) p46, July 18

#### APPELBE, Ron

Publishers memo: A panel of Business Week editors appears before business groups to answer questions about the economic outlook (with illus) p5, Oct.17

#### APPLEBY, Robert

Where the British deputy shows the way (with illus) p78, Nov.28

#### APPLICATIONS Technology Satellites

Fairchild Hiller gets a recount (with illus) p18, July 11

#### ARAI, Yoshinosuke

Wage boom busts Japan's small business (with illus) p44, Aug.22

#### ARBITRATION Service

Consumers may have a new friend in court p38, Nov.21

#### ARCHITECTURE

Making cities better places to live (with cover and illus) p36, Aug.22

#### AREA Redevelopment Administration

Appalachia as a developing nation (with map and illus) p46, July 18

#### ARGENTINA

Argentina treats inflation as a fact of life p74, Oct.31

Argentina tries flag waving to boost its economy p64, Dec.12

#### ARINC Research Corp.

Shuffling funds in an instant # p20, Sept.5

#### ARISTA Mills Co.

Help for textile company # p32, Nov.28

#### ARKANSAS River

The waterway that couldn't be done (with map and illus) p124, Sept.12

Readers Report: The public pays p4, Oct.3

#### ARMS

The Pentagon may give up profit-sharing p45, Sept.19

Stacking up arms as talk runs out (with illus) p38, Sept.19

Laird finds a salesman for arms aid p44, Oct.24

The boom is fading in munitions making (with chart) p25, Nov.21

Switzerland: Fines wound a gun maker p35, Dec.5

#### ARMS Control & Disarmament Agency

An ammo plant shuts its doors (with table) p44, Sept.5

#### ARNING, Lee D.

Making brokers toe the mark (with illus) p84, July 18

#### ARPAIA, Anthony F.

Transportation needs an overhaul (with cover and illus) (Special Report) p68, Nov.14

# Short News Item

#### ART

Art for the sake of speculation p24, July 4

Readers Report: More than Russells p4, Aug.1

Can Westinghouse live with Lichtenstein? p27, Sept.26

Ads and old masters (with illus) # p63, Nov.28

From pop art to antiquities p58, Dec.26

#### ARTEMIS

Art for the sake of speculation p24, July 4

#### ASBESTOS

Mineral search for the wealthy (with illus) p24, Aug.8

#### ASH Council on Executive Organization

Ash Council points to remaining tasks p30, Oct.3

A recipe for a new bureaucracy (with illus) p118, Nov.21

#### ASH, Roy L.

Nixon sends up an Ash balloon (with illus) p24, Aug.29

A recipe for a new bureaucracy (with illus) p118, Nov.21

#### ASHE, Arthur

Tennis joins the big-business set (with illus) p56, Aug.29

#### ASHMAN, Mrs. Alicia

Turning junk and trash into a resource (with cover, table, chart, illus) (Special Report) p66, Oct.10

#### ASIA

Ford sees a big future in Asia p54, Aug.22

The Green Revolution yields bitter fruit p84, Nov.21

#### ASTRA Nutrition AB

The superfood from the sea (with illus) p112, Nov.14

#### ATLANTA, Ga.

Atlanta banker with a social conscience (with illus) p34, July 25

Making cities better places to live (with cover and illus) p36, Aug.22

The golden days are gone in suburbia (with cover, chart and illus) p34, Sept.5

#### ATLANTIC Community Development Group for Latin America

See ADELA

#### ATLANTIS

Europe: Little airlines that seek new skies (with illus) p22, Oct.3

#### ATOMIC Energy

Con Ed loses its nuclear punch p19, July 4

Will nuclear blasts boost gas supplies? (with map) p21, Aug.1

Pooling brains to study the atom (with illus) p56, Aug.22

From the H-bomb: power without pollution (with illus) p80, Sept.12

Radiation foes get overheated (with illus) p24, Nov.21

Commentary: Guidelines for nuclear power (with illus) p50, Dec.5

#### ATOMIC Energy Commission

Why the AEC dropped Battelle (with illus) p110, Nov.21

Why the AEC bungled (Editorial) p124, Nov.21

#### ATOMIC Industrial Forum

Radiation foes get overheated (with illus) p24, Nov.21

#### AUDITS & Surveys, Inc.

Retail stores get scarcer # p60, Oct.3

#### AULD (D. L.) Co.

The 20s gleam in auto emblems (with illus) p80, Aug.22

#### AUSTRAL Oil Co.

Will nuclear blasts boost gas supplies? (with map) p21, Aug.1

#### AUSTRALIA

Britain: A new headliner rocks Fleet Street (with illus) p32, Sept.12

Australia: The beef from Down Under (with illus) p35, Nov.21

#### AUTOMATIC Car Identification

The freight car shortage gets worse (with illus) p78, Sept.5

#### AUTOMATION

GM's mini: the very model of automation (with illus) p26, Aug.8

A computer that tends the bar (with illus) p46, Sept.26

The gambling game on Wall Street (with cover, chart and illus) p58, Oct.31

More spending to automate (with table) p54, Nov.28

#### AUTOMATION and Society Symposium

Putting customer demands first (with illus) p62, Nov.28

#### AUTOMOBILE Baggage Checking System (ABC)

A new airport shows the way (with illus) p33, Dec.26

#### AUTOMOBILES

See also Individual companies

Readers Report: Gripes from abroad p5, July 4

Chrysler goes abroad for mini (with illus) p20, July 4

Ford must disconnect from Autolite plugs p24, July 11

Chrysler dealers file suit # p26, July 11

Stockpiles are no out for autos p21, July 18

Auto talks take the direct route (with illus) p17, July 25

An encouraging start for the auto talks (Editorial) p100, July 25

Detroit tries a U-turn on warranties (with illus) p44, July 25

On the long, rocky road to an auto contract (with illus) p60, Aug.1

GM's mini: the very model of automation (with illus) p26, Aug.8

Detroit slams the doors on its 1970s (with illus) p14, Aug.8

The fast pace of Japanese cars (with illus) p42, Aug.8

New attack on pollution # p21, Aug.8

Chrysler import plan runs into the money squeeze p66, Aug.15

The minis meet the imports (with cover, table and illus) p68, Aug.15

Foes of car fumes put heat on Detroit (with illus) p20, Aug.15

Cars are being tested for the Clean Air Car Race p84, Aug.15

An auto race where cleanliness counts (with map and illus) p90, Aug.15

The way to fight imports (Editorial) p94, Aug.15

The 20s gleam in auto emblems (with illus) p80, Aug.22

Both sides talk tough in Detroit (with table) p16, Aug.22



Ford sees a big future in Asia p54, Aug.22

An extra car: check out the new minis p72, Aug.22

The fun and profits in vintage cars p71, Aug.22

Auto racing: Here comes the California 500 (with illus) p70, Sept.5

Readers Report: Drivers in distress? p4, Sept.5

Chrysler tries without a mini (with illus) p58, Sept.5

Reopening the door to pollution suits p23, Sept.12

A price surprise from GM's Vega (with illus) p23, Sept.12

Talks grind down toward the deadline (with illus) p22, Sept.12

Autos: Global reshuffling for the Big Three (with illus) p40, Sept.19

Detroit stalemate: a blow for recovery (with cover and illus) p30, Sept.19

The strike gives Pinto a head start (with illus) p31, Sept.19

Auto strike costs magazines a bundle p27, Sept.26

Japan moves to soothe U.S. protectionists p89, Sept.26

The clean-air-car battle escalates (with illus) p28, Sept.26

American Motors' crucial year (with illus) p17, Oct.3

Fleet discounts flap # p21, Oct.3

Readers Report: Serving customers p4, Oct.3

The 1971 cars: heading for the price you want p81, Oct.3

New-car shortage puts retail sales into reverse p22, Oct.10

Back to the big table (with illus) p24, Oct.10

Why America may become a parking lot (with illus) (Special Report) p92, Oct.17

Another new engine nudges Detroit (with illus) p86, Oct.24

GM dealers sing the slowdown blues (with illus) p30, Oct.24

A faster road to a safer car (with illus) p23, Oct.31

Glimmers of light in GM blackout p18, Nov.7

A wager on Wankel # p26, Nov.7

You can't buy the insurance you need (with cover, chart and illus) p64, Nov.7

Italy 'Daylighting' hits Fiat production p35, Nov.14

Rivals have thrived during the GM strike (with illus) p23, Nov.14

Readers Report: German initiative p5, Nov.14

The cost of getting rolling again (with illus) p22, Nov.14

Skidding profits at AM # p32, Nov.21

A gradual getaway from the GM strike (with illus) p22, Nov.21

Readers Report: Safer driving p5, Nov.28

Ford pulls off the track p22, Nov.28

GM starts up and hikes prices p22, Nov.28

Tough bargaining with Canada on the auto pact p65, Nov.28

Detroit's battle with Washington (with illus) p28, Dec.5

A junk-car tax for Sweden # p32, Dec.5

Up go car prices—again # p32, Dec.5

Battle heats up in Brazil's small-car market p72, Dec.5

A new shape for the beetle (with illus) p21, Dec.12

Auto pact in Canada # p50, Dec.19

# Short News Item

How Iacocca won the big one (with illus) p38, Dec.19

#### Paris

Separate roads for Midas and son (with illus) p32, Oct.10

#### AVCO Corp.

Avco: Diversified and still waiting (with table and illus) p78, Aug.29

#### AVENOSO, Frank

The GM strikers' mood is militant (with illus) p26, Sept.26

#### AVIATION

A retreat from gold-plated contracts (with illus) p96, July 11

Boeing wins a big one # p26, July 11

Why BOAC's jumbos are white elephants (with illus) p38, July 18

Airbus is ready, but the airlines are not (with table) p80, July 18

Firepower grows in the tinderbox (with table) p72, July 18

AFL-CIO may join the fray over the supersonic transport # p30, July 25

CAB wants the affinity back in flying (with illus) p94, July 25

A downdraft hits airline profits (with chart) p23, Aug.1

DC-10 finds another buyer # p25, Aug.1

The worldwide boom in jet-age hotels (with cover, table and illus) p32, Aug.8

Fighting off Flying Tiger (with illus) p19, Aug.15

Latin America: Where smuggling is accepted (with map) p24, Aug.15

Opponents of the supersonic transport may seek foreign aid # p32, Aug.22

Blueprint to keep the C-5A going p19, Aug.29

Military helicopters get chopped down (with chart and illus) p58, Aug.29

Lockheed airbus revs up # p20, Sept.5

The airway war escalates (with illus) p21, Sept.12

Stacking up arms as talk runs out (with illus) p38, Sept.19

Hijacking hostage: insurance rates p39, Sept.19

An airline 'secret' gets hit by flak (with illus) p74, Sept.26

SST promoters not sure they could produce a majority vote # p40, Sept.26

How insurance protects the air traveler p108, Sept.26

Cut-rate trips for off-seasons # p50, Sept.26

Bucket Brigade with wings (with illus) p20, Oct.3

Europe: Little airlines that seek new skies (with illus) p22, Oct.3

The Concorde is an issue p77, Oct.10

The jumbo jet sputters a little (with illus) p28, Oct.10

Shooting down strike pacts (with illus) p90, Oct.24

TWA will duck a payment # p38, Oct.24

Hot war erupts over airline seats p88, Oct.31

On Wings of Plastic (with illus) p88, Oct.31

New titles at McDonnell # p26, Nov.7

Court vetoes antistrike tactic p78, Nov.7

Transportation needs an overhaul (with cover and illus) (Special Report) p68, Nov.14

A U.S. contract runs Rolls-Royce into trouble p79, Nov.14

Readers Report: Sardine spread p4, Nov.21

British aviation woes put Heath in a flap p87, Nov.21

Boeing sales soar, but not for long (with illus) p26, Nov.21

A Northrop fighter takes off again (with illus) p24, Nov.28

Who will pay for the burned-out 747? (with illus) p64, Dec.5

Britain may clip the wings of its air industry p71, Dec.5

Aerospace tries to pick up the pieces (with cover, chart, table and illus) p48, Dec.12

Regional airlines run into debt storms (with table) p74, Dec.12

SST proponents try to 'keep the team together' p29, Dec.12

TWA's troubled skies # p24, Dec.12

More lift for Northwest # p50, Dec.19

Jet smoke gets the eyeball test (with illus) p46, Dec.19

Tough times after the holidays (with illus) p18, Dec.26

Colombia bought 14 Mirage fighters from Dassault # p40, Dec.26

#### Airports

Readers Report: Airport congestion (with illus) p5, July 4

Flap over airport fund # p68, Dec.5

A new airport shows the way (with illus) p33, Dec.26

#### Helicopters

Military helicopters get chopped down (with chart and illus) p58, Aug.29

A Helicopter takes you to Meigs Field on the lakefront # p96, Oct.10

#### AYDELOTT, Gale B.

Why outside directors need to direct (with illus) p76, July 4

## B

#### BASF Corp.

Germany: BASF trips on synthetic fibers (with illus) p24, Dec.26

#### BACHE & Co.

The herd still thunders profitably p21, Oct.31

"BACK-to-back" loans

Hedging against money problems (with chart) p94, Sept.19

#### BADISCHE Anilin & Soda-Fabrik

West Germany: Chemical giants in a pinch (with illus) p34, Sept.26

#### BAGGE, Carl E.

Gas pricing gets an update (with illus) p19, July 25

#### BAGLEY, Edward N.

Why a broker needs a fund (with illus) p24, Oct.3

#### BAILEY, Glenn W.

A conglomerate bucks a trend (with illus) p110, July 11

#### BAKER & McKenzie

Readers Report: Lawyers Abroad p4, Aug.22

#### BAKER, Robert S.

Closing in on three killers (with illus) p107, Oct.24

#### BAKER, William C.

The trials of Penn Central's sweetheart (with illus) p46, Oct.17

#### BALAIR

Europe: Little airlines that seek new skies (with illus) p22, Oct.3

**BALANCE of Payments**

Uncertainty in the balance-of-payments outlook # p30, Oct.3

Payments balance looks better in third quarter p40, Oct.10

**BANK of the Commonwealth**

Detroit loses a banker # p23, Aug.15

**BANKRUPTCY**

The money runs out for Four Seasons p16, July 4

Penn Central gets its new engineers (with illus) p20, July 25

What hope for New Hope? (with illus) p21, July 25

New battles boil up over the trust fund (with illus) p20, Oct.3

A hungry wait # p21, Oct.3

Static in shop-by-phone # p52, Nov.7

Oilman Mecom taps the Chapter 10 field (with illus) p24, Dec.5

Mecom turns to Chapter 11 # p24, Dec.12

**BANKS and Banking**

Pollution foes find a friend at the bank p19, July 4

Readers Report: No trouble Down Under p5, July 11

Senate loosens reins on banks (with illus) p16, July 11

Banks can't complain # p26, July 11

Keeping the bankers in banking (Editorial) p102, July 18

Britain: Merchant bank merger rocks tradition (with illus) p38, July 18

Atlanta banker with a social conscience (with illus) p34, July 25

Rivals sidetrack a big London merger p26, July 25

Bank debits take an unusual turn p15, Aug.1

Banks are back in the market p14, Aug.15

The \$5-million that disappeared (with illus) p17, Aug.15

How Eatontown took the shutdown (with illus) p18, Aug.15

Detroit loses a banker # p23, Aug.15

Eire: Lots of checks, but no balances (with illus) p26, Aug.22

Easier money at the banks p16, Aug.29

Peru's junta buys control of third big bank p56, Sept.5

Shuffling funds in an instant # p20, Sept.5

A California bank with a Swiss puzzle (with illus) p27, Sept.12

One-bank holding company restraints will move to the Senate # p36, Sept.12

Bank takes a beating # p39, Sept.19

The first slide off the prime rate (with illus) p35, Sept.19

Cocoa futures leave bitter taste p32, Sept.26

Will the Fed now follow the banks? (with chart) p32, Sept.26

No more waiting at the loan window (with chart) p26, Oct.3

Japanese banks flex their muscle (with table and illus) p44, Oct.10

Rolling up the welcome mat (with illus) p45, Oct.10

The Russians may open a bank in Frankfurt p77, Oct.24

The public changes its saving ways (with illus) p34, Oct.24

Europe: Merging to fight U.S. bankers (with illus) p41, Oct.24

# Short News Item

Banks across the sea # p26, Oct.31

Christmas clubs go ecumenical (with illus) p21, Oct.31

It takes more than a banker to run a bank (with illus) p38, Nov.7

A nudge toward a lower prime (with chart) p24, Nov.14

American Bankers Assn. had mailing list trouble # p38, Nov.21

Blacks build up their bank power (with table and illus) p92, Dec.5

Wicket window: where the borrower stands p90, Dec.5

A compromise on banking's limits p29, Dec.5

Speeding the dollar outflow? # p32, Dec.5

New bank job for the Fed # p24, Dec.12

Banks unglue consumer loan rates p16, Dec.12

The constant search for capital (with illus) (Special Report) p102, Dec.19

Banking's new ties (with illus) (Special Report) p106, Dec.19

The prime rate cut may not be enough p19, Dec.26

Fed to rule on bank growth p27, Dec.26

**BANNON, Ken**

UAW sees peril in foreign parts (with illus) p80, July 11

After the offer: collision course in Detroit (with illus) p13, Sept.5

Ford settlement copies GM model (with illus) p18, Dec.12

**BARBER, Anthony**

Heath's new neighbor (with illus) p30, Aug.1

Britain starts liquidating Labor policy (with illus) p92, Nov.7

**BARGAINING (Coordinated)**

A new pattern for bargaining (with illus) p51, Sept.5

**BARGES**

Rushing the oil gear to Alaska (with illus) p22, July 11

**BARISH, Keith**

Bonn makes it rough for Gramco (with illus) p84, Oct.10

**BARRAN, David**

A Briton wins top spot in the Shell empire (with illus) p40, Oct.24

**BARTENDERS (Automated)**

A computer that tends the bar (with illus) p46, Sept.26

**BASCOM, Willard**

Pumping money out of the sea (with illus) p54, July 11

**BASEBALL**

Smith: 'Baseball' (with illus) p10, Oct.31

**BASIC Economy Corp.**

Doing well by doing good p74, Oct.31

**BASSETT Furniture Industries, Inc.**

A plastic trend in furniture's future (with illus) p112, Sept.26

**BATAVIA, III.**

Pooling brains to study the atom (with illus) p56, Aug.22

**BATAVIA, N. Y.**

Treating waste in greater haste (with illus) p106, Nov.7

**BATTELLE Memorial Institute**

Why the AEC dropped Battelle (with illus) p110, Nov.21

**BATTEN, Barton, Durstine, & Osborn**

Food for thought # p66, Dec.26

**BAUNSGAARD, Hilmar**

A new storm hits the World Bank (with chart and illus) p100, Sept.26

**BAY Area Rapid Transit**

Capturing the commuter's eye # p109, Oct.10

**BAYH, Birch**

Early start on 1972: labor for Bayh p29, Aug.8

**BEANS**

Japan: A hill of beans leads to a scandal p29, Oct.31

**BECKETT, John R.**

The leisure time headaches at Transamerica (with chart and illus) p40, Oct.31

**BEECHAM Group, Ltd.**

An outfit that raises British eyebrows (with illus) p96, Nov.7

**BEER**

Rheingold's rise with the Mets (with illus) p60, Aug.22

Coors, the brewery that breaks all the rules (with illus) p60, Aug.22

Belgium: Schlitz goes flat in Europe again (with illus) p23, Dec.26

**BELGIUM**

Brussels: The multinationals move in (with illus) (Special Report) p138, Dec.19

Belgium: Schlitz goes flat in Europe again (with illus) p23, Dec.26

**BELL Equipment Corp.**

A battered Ling tries a comeback (with illus) p23, Dec.5

**BELL Telephone Laboratories**

Bubble memories start taking shape p26, Nov.21

**BEMAN, Lewis**

Publishers memo: A panel of Business Week editors appears before business groups to answer questions about the economic outlook (with illus) p5, Oct.17

**BENEFITS**

Jobless pay is due for overhaul (with table) p35, July 4

How were your fringes? # p90, Dec.12

Caterpillar and its compound (Special Report) p93, Dec.19

The dollars and cents of working abroad (with table) (Special Report) p88, Dec.19

Fringes you should try for p116, Dec.19

**BENTLEY, Mrs. Helen**

Program to revitalize the U.S. Merchant Marine # p44, Oct.24

**BERG, Eugene P.**

Why outside directors need to direct (with illus) p76, July 4

**BERGEN, William B.**

Aerospace tries to pick up the pieces (with cover, chart, table and illus) p48, Dec.12

**BERNHARD, Richard**

The superbuilders move into housing (with cover, chart and illus) p50, Dec.26

**BERNI Corp.**

New products feel the pinch # p109, Oct.10

**BERNSTEIN, Elliott**

Book Review p6, Aug.1

**BERTELSMANN**

West Germany: Publisher's deal goes awry (with illus) p28, Aug.1

**BEST & Co.**

Shut downs stalk big-city stores (with illus) p28, Oct.10

**BETHLEHEM Steel Corp.**

How to run a really tight ship (with illus) p26, July 11

**BEVAN, David C.**

The bizarre case of Executive Jet (with illus) p80, Oct.24

**BICH, Baron Marcel**

The challenger from France (with illus) p36, Aug.15

**BICYCLES**

Imports: The U.S. lags in the bike race (with illus) p42, Sept.19

**BILL Collecting**

Business piles up for bill collectors (with illus) p25, Sept.12

**BINGER, James H.**

Honeywell tries to make merger work (with cover, chart and illus) p92, Sept.26

**BINOCULARS**

Sports beat: glasses for the stadium p96, Oct.10

**BIOMECHANICS**

The engineers of the body (with illus) p49, Dec.5

**BIRTH Control**

Drug makers and the AMA split over the pill p32, Aug.22

**BIRTH Rate**

Rise in business birth rate p12, Nov.28

**BISSELL, George S.**

Two new funds for a pioneer (with illus) p90, Nov.7

**BJORKSTEN Research Laboratories, Inc.**

Foam metals finally rise to the surface p24, Sept.12

**BLACK & Decker Mfg. Co.**

Where the British deputy shows the way (with illus) p78, Nov.28

**BLACK Enterprises**

Business book for blacks # p32, July 18

**BLACKMUN, Harry A.**

Blackmun begins his Supreme Court career # p44, Oct.24

**BLAIR (D. L.) Corp.**

McDonald's on the grill # p24, July 25

**BLASCHKE, Charles L.**

The customers pass the test—or else (with table and illus) p42, Sept.12

**BLIGH, Captain**

Wanted: superman for college president (with illus) p58, Sept.19

**BLOCH-Laine, Francois**

Europe: Merging to fight U.S. bankers (with illus) p41, Oct.24

**BLOODWORTH, Dennis**

Bloodworth: An Eye for the Dragon (with illus) p12, Oct.17

**BLOUNT, Winton M.**

Presidential appointees to the board of the newly reformed Postal Service # p40, Sept.26

What the new postmen will deliver (with illus) p22, Oct.31

**BOEING Co.**

Boeing wins a big one # p26, July 11

The jumbo jet sputters a little (with illus) p28, Oct.10

# Short News Item

Hot war erupts over airline seats p88, Oct.31

Boeing sales soar, but not for long (with illus) p26, Nov.21

Aerospace tries to pick up the pieces (with cover, chart, table and illus) p48, Dec.12

They can see the pink slips now (with illus) p22, Dec.12

**BOGGS, Hale**

Seniority system of choosing committee chairmen by length of service # p30, Aug.8

**BOGLE, John C.**

Why big traders worry industry (with cover, chart, table and illus) (Special Report) p52, July 25

**BOISE Cascade Corp.**

A field of knowledge fetches \$21-million (with illus) p19, Aug.8

**BOLIVIA**

Bolivia will pay Gulf no interest p79, Sept.19

**BOLLING, Richard**

Congress speeds its housekeeping (with illus) p112, Sept.12

**BONUSES**

Readers Report: Do bonuses pay? p7, Nov.7

Under a "dividend participation plan," your bonus is tied to the company's dividend payment # p98, Nov.14

A good yearend for the bonus # p32, Dec.5

**BOOK Briefs**

Please Touch by Jane Howard; The Uses of Disorder by Richard Sennett p6, July 11

If It Doesn't Work Read the Instructions by Charles Klamkin; Lindsay's Promise by Woody Klein p8, July 18

Economics (8th edition) by Paul A. Samuelson; The Land of the Rising Yen by George Mikes p6, Aug.1

The Governor Listeth by William F. Buckley, Jr.; The Gold War by Gordon Weil and Ian Davidson p6, Aug.8

Marijuana—The New Prohibition by John Kaplan p7, Aug.22

Sexual Politics by Kate Millett p9, Sept.12

The President Steps Down by George Christian; The Real Spiro Agnew edited by James Calhoun; The Bernie Cornfeld Story by Bert Cantor p6, Sept.19

The Elusive Bonanza by Chris Welles; Conglomerate Mergers & Acquisitions from the St. Johns University Law Review; The Stock Market Handbook edited by Zarb and Kerekes; First Families by Nathaniel Burt; Reagan and Reality by Edmund G. (Pat) Brown; The Papers of Robert H. Goddard by Goddard and Pendray p14, Oct.17

The Curbstone Brokers by Robert Sobel p9, Oct.24

The Cutting Edge by Louis Kronenberger p10, Nov.7

Moon edited by Davis Thomas p7, Nov.21

Crisis in the Classroom by Charles E. Silberman p6, Nov.28

Military Men by Ward Just; Handbook of Modern Marketing by Victor P. Buell; The Aleph and other stories by Jorge Luis Borges; The Communicative Arts by Charles S. Steinberg p8, Dec.19

The Real Tinsel by Bernard Rosenberg and Harry Silverstein p9, Dec.26

**BOOK Reviews**

The Wall Street Jungle by Richard Ney (Reviewed by William G. Shepherd, Jr.) p6, July 4

From those Wonderful Folks who gave you Pearl Harbor by Jerry Della Femina (Reviewed by Howard Mihis) p6, July 4

Early Writings by Walter Lippman (Reviewed by Charles Gardner) p6, July 11

The Resurrection of Richard Nixon by Jules Witcover (Reviewed by Bruce Agnew) p8, July 18

The Great Pursuit by Herbert Molloy Mason, Jr. (Reviewed by Henry B. Gonzalez) p6, July 25

The Stockholder by William Hoffman (Reviewed by Elliott Bernstein) p6, Aug.1

The New Eldorado by Phyllis Flanders Dorset (Reviewed by Jon Borgzinner) p6, Aug.8

Bucher: My Story by Lloyd M. Bucher (Reviewed by David Fausch) p8, Aug.15

A Matter of Accountability by Trevor Armbrister (Reviewed by David Fausch) p8, Aug.15

Zeckendorf: An Autobiography by William Zeckendorf (Reviewed by Gordon Williams) p7, Aug.22

Inside the Third Reich by Albert Speer (Reviewed by Otto Friedrich) p6, Aug.29

Parkinson's Law by C. N. Parkinson; The Peter Principle by Lawrence J. Peter and Raymond Hull; Up the Organization by Robert Townsend (Reviewed by Peter F. Drucker) p8, Sept.5

The Practice of Creativity by George M. Prince (Reviewed by William R. Dill) p8, Sept.12

Papillon by Henri Charriere (Reviewed by Robert Farrell) p8, Sept.12

Managing the Resource Allocating Process by Joseph L. Bower (Reviewed by William D. Eberle) p6, Sept.19

The Wartime Journals of Charles A. Lindbergh (Reviewed by S. L. A. Marshall) p8, Sept.26

Coexistence & Commerce by Samuel Pissar (Reviewed by John Pearson) p6, Oct.3

Andrew Carnegie by Joseph Frazier Wall (Reviewed by Roderick Craib) p8, Oct.10

An Eye for the Dragon by Dennis Bloodworth (Reviewed by Ron de Paolo) p12, Oct.17

A World of Our Own by Peter S. Prescott (Reviewed by John C. Esty, Jr.) p8, Oct.24

Hail to the Chiefs by Ruth Montgomery (Reviewed by Maxine Cheshire) p10, Oct.31

Baseball by Robert Smith (Reviewed by Eugene J. McCarthy) p10, Oct.31

The Greening of America by Charles A. Reich (Reviewed by Melville J. Ulmer) p9, Nov.7

4 Days, 40 Hours edited by Riva Poor (Reviewed by Irene Pave) p6, Nov.14

The Pentagon of Power by Lewis Mumford (Reviewed by Rene Dubos) p6, Nov.14

Crime in America by Ramsey Clark (Reviewed by Louis H. Pollak) p6, Nov.21

The Last of the Giants by C. L. Sulzberger (Reviewed by Ecyd France) p6, Nov.28

The Rising Sun by John Toland (Reviewed by George Ringwald) p10, Dec.5

The Emerging Japanese Superstate by Herman Kahn (Reviewed by John Pearson) p10, Dec.5

Coexistence and Commerce by Samuel Pissar; Islands in the Stream by Ernest Hemingway; The Social Contract by Robert Ardrey; Civilization by Kenneth Clark; Future Shock by Alvin Toffler; The Recovery of Confidence by John W. Gardner; The Aleph and Other Stories by Jorge Luis Borges; Papillon by Henri Charriere; The Crystal Cave by Mary Stewart; Europe and America by Burgess & Huntley; A Trumpet for Reason by Leo Rosen; The Real Majority by Scammon & Wattenberg; The Greening of America by Charles Reich; Self Renewal by John W. Gardner; Five Patients by Michael Crichton; The Emergence of Man by John Pfeiffer; The Politics and Economics of Public Spending by Charles Schultze; Thomas Jefferson and the New Nation by Merrill D. Peterson; The Chrysanthemum and the Sword by Ruth Benedict; The Kerner Report; The French Lieutenant's Woman by John Fowles; The Territorial Imperative by Robert Ardrey; The Social Contract by Robert Ardrey; Present at the Creation by Acheson; Khrushchev Remembers p6, Dec.12

The British by Anthony Glynn (Reviewed by Stephen Shepard) p8, Dec.19



The Image Empire by Erik Barnouw (Reviewed by Ephraim A. Lewis) p6, Dec.26

# BOOKS and Pamphlets

Pro-Frank Beard on the Gold Tour, by Frank Beard p74, July 4

The Behavior of Industrial Prices by George Stigler and James Kindahl p46, July 11

The Battle for Investment Survival by Gerald M. Loeb; Eiteman, Dice, and Eiteman's The Stock Market; The Money Game by "Adam Smith" p106, July 11

The Complete Outdoor Cookbook, by Dan and Inez Morris p106, July 11

Night Comes to the Cumberlands by Harry M. Caudill p46, July 18

Campground and Trailering Guide, by Rand McNally editors p88, July 18

Economy at Mid-year p36, July 18

Private Independent Schools, 1970 p88, July 18

The Pacific Northwest by Haig-Brown, Holbrook and Jones p88, July 18

Twenty Challenges for the America's Cup, by Capt. John H. Illingworth; and The America: The Story of the World's Most Famous Yacht, by Charles Boswell p90, July 25

The American Challenge by Jean Jacques Servan-Schreiber p48, Aug.8

Drug Abuse as a Business Problem (N.Y. Chamber of Commerce); Northwest Passage by William D. Smith p84, Aug.15

The Great Cars by Ralph Stein; Antique Automobiles by Anthony Bird; Mutual Funds and Other Institutional Investors: A New Perspective by the Twentieth Century Fund p72, Aug.22

The Fisherman's Almanac p70, Aug.29

The Age of Discontinuity by Peter F. Drucker p8, Sept.5

Blueprint for Professional Service Corporation p74, Sept.5

The American Challenge by Jean-Jacques Servan-Schreiber p23, Sept.5

Victor Alba's The Latin Americans; Engineers of Change, by George C. Lodge; Mexico: the Struggle for Modernity, by Charles C. Cumberland p120, Sept.12

The Modern Corporation and Private Property by Adolf A. Berle and Gardiner C. Means p122, Sept.19

Robert Misch's Quick Guide to Wine p88, Sept. 19

Dan Jenkins' Saturday's America; Paul Metzler's Tennis: Styles and Stylists p108, Sept. 26

How to Eat Better for Less Money, by gourmet James Beard and wine expert Sam Aaron p82, Oct.3

Milton Friedman's Monetary History of the U.S. p66, Oct.3

Mealtime Manual for the Aged and Handicapped p60, Oct.3

Risk, Return, Diversification, and the Resurrection of Purchasing Power by Robert A. Haugen and A. James Heins p88, Oct.10

The Real Majority by Richard Scammon p26, Oct.10

James Ullman and Al Dinhofer's Caribbean Here & Now, 1971-72 p96, Oct.10

Coach — A Season With Lombardi, by Tom Dowling p96, Oct.10

Brave New World by Aldous Huxley p92, Oct.17

The Theory of Buyer Behavior by John Howard p124, Oct.17

Future Shock by Alvin Toffler p132, Oct.17

The Open Man, The Championship Diary of the N.Y. Knicks p96, Oct.24

Economics by Paul A. Samuelson p90, Oct.31

Up the Organization by Robert Townsend p40, Oct.31

# # Short News Item

Divorce and After, by Paul Bohannon p104, Nov.7

De Gaulle and the Anglo-Saxons by John Newhouse p98, Nov.14

J. K. Lasser's Your Income tax, 1971 by Bernard Greisman; 1970 Security Transactions—When to Sell Securities for Income Tax Savings (CCH) p97, Nov.14

Good-bye To All That by Harris Lewine p68, Nov.21

Living in the Changing Caribbean, by Ellis Gladwin p106, Nov.21

Population Control through Nuclear Pollution by John Gofman and Arthur R. Tamplin p24, Nov.21

Homefinder's Directory p105, Nov.21

The Business Week Guide to Personal Business (with illus) p5, Nov.28

Innovation in Marketing by Theodore Levitt p62, Nov.28

Arthur L. Cone's The Complete Guide to Hunting; Abby Rand's Ski Guide to Europe; The Masters, by Dick Schaap p84, Nov.28

Population control through Nuclear Pollution by Arthur R. Tamplin and John W. Gofman p50, Dec.5

The Complete Book of Bicycling, by Eugene Sloane; Mastering the Art of French Cooking, Vol. II, by Julia Child p82, Dec.12

The American Challenge by Jean-Jacques Servan-Schreiber p59, Dec.19

The Secret Life of the Forest p66, Dec.26

The AIA Guide to New York City by Norval White and Elliot Willensky p58, Dec.26

Hamburger! by Nika Hazelton; Sandy Lesberg's Specialty of the House p58, Dec.26

# BORCH, Fred J.

Honeywell tries to make merger work (with cover, chart and illus) p92, Sept.26

Second thoughts on 'office of the president' (with illus) p42, Oct.3

GE: the empire that subdivided (with illus) (Special Report) p116, Oct.17

# BORGZINNER, Jon

Book Review p6, Aug.8

# BOSTON Herald Traveler

Free ads for the jobless # p32, Nov.21

# BOSTON, Mass.

Making cities better places to live (with cover and illus) p36, Aug.22

# BOTTLED Water

Bottled-water sales begin to sparkle (with illus) p44, Nov.7

# BOUCHER, Rowland

King Resources shrinks to survive (with illus) p33, Oct.24

# BOULWARISM

The GE strike didn't kill Boulwarism p32, Oct.24

# BOWEN, Charles P., Jr.

Making a B-school relevant (with cover and illus) p58, Dec.5

# BOWEN, William

How colleges cope with the red ink (with chart and illus) p56, Nov.21

# BOWLING Equipment

Brunswick cuts trouble adrift (with illus) p16, Oct.3

# BOXING

Promoters spar for Ali's next bout p21, Dec.12

# BOYD, Alan S.

Transportation needs an overhaul (with cover and illus) (Special Report) p68, Nov.14

# BOYLE, Tony

The big coal crisis burns itself out (with illus) p74, Dec.5

# BOYSEL, Lee L.

This system starts with integration (with illus) p27, Sept.12

# BRAMBLETT, Earl

Auto talks take the direct route (with illus) p17, July 25

Back to the big table (with illus) p24, Oct.10

The cost of getting rolling again (with illus) p22, Nov.14

# BRANCH, Harilee, Jr.

Warming up the first inflation alert (with illus) p29, July 18

# BRAND Names

Food for thought # p30, Sept.12

# BRAND-Rex Div.

Roarin' rockets: It's Brand-Rex (with illus) p44, July 11

# BRANSON Sonic Power Co.

Without a stitch (with illus) # p33, Sept.26

# BRANZHAF, John F.

The consumer's friend at school (with illus) p90, Oct.31

# BRAZIL

Brazil: A bitter brew for the economy (with map) p27, July 25

The U.S. battles Brazil to a coffee break (with illus) p15, Aug.8

Brazil: A highway to save the Northeast (with map) p34, Nov.14

Battle heats up in Brazil's small-car market p72, Dec.5

A home office in Rio for multinationals? p39, Dec.26

# BRENNER, M. Harvey

Not just ulcers # p32, Nov.21

# BRICKS

How to resurrect bricks from ashes (with illus) p48, Aug.1

Readers Report: A brick is a brick. . . (with illus) p5, Sept.5

# BRISCOE, Ralph

How CBS copes with TV pressures (with cover and illus) p58, July 4

# BRITISH Overseas Airways Corp.

Why BOAC's jumbos are white elephants (with illus) p38, July 18

# BRITISH Petroleum Co.

North Sea oil: rich find for Britain p78, Oct.24

# BROCK, William E., III

Congress: How the power has shifted (with illus) p17, Nov.7

# BROCKWAY, Robert

How CBS copes with TV pressures (with cover and illus) p58, July 4

# BRODIE, Ivor

How to copy a video display p30, Aug.29

# BRODKIN, A. Keith

Two new funds for a pioneer (with illus) p90, Nov.7

# BROKERAGE Houses

A discount shop on Wall Street (with illus) p98, July 11

Making brokers toe the mark (with illus) p84, July 18

Protection fund in a cross fire p20, Sept.5

Protecting investors # p39, Sept.19

Penny wise, pound foolish (Editorial) p92, Oct.3

New battles boil up over the trust fund (with illus) p20, Oct.3

Why a broker needs a fund (with illus) p24, Oct.3

Why Wall Street can't cope (with illus) (Special Report) p166, Oct.17

Another chance for Goodbody & Co. p92, Oct.24

The herd still thunders profitably p21, Oct.31

Merrill Lynch to the rescue? p21, Oct.31

The gambling game on Wall Street (with cover, chart and illus) p58, Oct.31

When relations with your broker break down p91, Oct.31

Reform cannot wait on Wall Street (Editorial) p102, Oct.31

Stripping secrecy from the Big Board (with cover and illus) p70, Nov.28

What ties Perot to Wall Street (with illus) p78, Dec.5

Perot zeroes in on F. I. duPont (with illus) p39, Dec.19

Do broker exams make the grade? (with illus) p54, Dec.26

Goodbody runs with the herd p55, Dec.26

#### BRONFENBRENNER, Urie

Do businessmen make poor parents? p20, Dec.26

#### BROWN & Williamson Tobacco Corp.

Where there's smoke # p71, Oct.24

Where cigarette men go after TV (with cover, chart and illus) p64, Nov.21

#### BRUCE Payne & Associates, Inc.

Measuring how office workers work (with illus) p54, Nov.14

#### BRUNSWICK Corp.

Brunswick cuts trouble adrift (with illus) p16, Oct.3

#### BRUSSELS

See Belgium

#### BUBBLE Chamber

Pooling brains to study the atom (with illus) p56, Aug.22

#### BUBBLE Memory

Bubble memories start taking shape p26, Nov.21

#### BUCHER, Lloyd

Bucher: 'My Story' (with illus) p8, Aug.15

Armbrister: 'A Matter of Accountability' (with illus) p8, Aug.15

#### BUCK ROGERS

Roarin' rockets: It's Brand-Rex (with illus) p44, July 11

#### BUCKLEY, James

Congress: How the power has shifted (with illus) p17, Nov.7

#### BUDGE, Hamer H.

Why big traders worry industry (with cover, chart, table and illus) (Special Report) p52, July 25

Challenges for the next SEC chairman (with illus) p28, Nov.21

#### BUDGET (Federal)

A deficit clouds the new budget year (with illus) p14, July 4

Budget deficits are too much — much too soon p11, Aug.8

# Short News Item

Nixon already grappling with 1972 budget p31, Aug.22

There is a threat of losing control (with illus) (Special Report) p100, Oct.17

In one area — the federal budget — stimulation is being provided p39, Oct.17

#### BUDGETS

New budgets cut a swath in costs (with illus) p43, Dec.19

#### BUENA Vista, Fla.

Disney World wakes sleepy Orlando (with map) p42, Nov.14

#### BUHRLE, Dr. Dieter

Switzerland: Fines wound a gun maker p35, Dec.5

#### BUILDING

See also Housing

A broader roof over building talks p80, July 11

Labor shortage persists in building trades p18, July 18

Nearer the sky in Chicago (with illus) # p25, Aug.1

Building remains in a hole, and without a view p12, Aug.8

The world's tallest collection plate p23, Aug.15

Science takes on a burning question (with illus) p42, Aug.15

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

Kansas City building again # p30, Sept.12

Crackdown on wage spiral in construction p32, Oct.31

The leisure time headaches at Transamerica (with chart and illus) p40, Oct.31

Building trades don't scare easily p15, Dec.12

#### BULL-GE

Honeywell to get Bull-GE # p25, Aug.1

#### BUNDY, McGeorge

Wanted: superman for college president (with illus) p58, Sept.19

#### BUNKER-Ramo Corp.

A squeeze play yields a computer (with illus) p49, Nov.21

#### BUNTING, John R., Jr.

The first slice off the prime rate (with illus) p35, Sept.19

#### BUREAU of Labor Statistics

Does the price index tell a straight story? (with chart) p46, July 11

The first signs of softer prices (with chart) p14, Sept.5

#### BUREAU of Mines

Coal producers breathe easier p26, Nov.7

#### BUREAU of National Affairs

How to keep up on the Penn Central p32, Nov.21

#### BUREAU of Solid Waste Management

Turning junk and trash into a resource (with cover, table, chart, illus) (Special Report) p66, Oct.10

#### BUREAU of the Census

Readers Report: Not for sale p4, July 11

Surprises from the Census (with illus) p16, Aug.8

Second-guessing the census takers (with illus) p86, Sept.19

How the census shapes the vote (with map) p46, Nov.28

#### BURGER, Warren E.

Burger's court gets back to business (with table) p72, Oct.3

#### BURLINGAME, John F.

GE's new negotiator # p110, Nov.14

#### BURNS, Arthur F.

Nixon looks to Arthur Burns on liquidity p29, July 4

The first faint signs of optimism (with illus) p14, July 25

How fast should money grow? (with illus) p59, Aug.8

The cycle riders take a new turn (with illus) p66, Oct.3

When the Fed won the liquidity battle (with chart and illus) p50, Oct.24

Nixon is shifting to a harder-hitting game (with illus) p14, Dec.12

#### BURROUGHS Corp.

A low-key debut from Burroughs p33, Oct.10

TWA books space on the IBM system p88, Oct.31

#### BUSES

Unsafe in any grade # p25, Aug.29

An open lane for commuter buses (with illus) p20, Dec.26

#### BUSINESS Conditions

The consensus: only modest growth in sight p11, July 4

So far, there's no break in the clouds p11, July 11

The first faint signs of optimism (with illus) p14, July 25

Statistics refuse to signal any short-term hope p15, Aug.1

Budding hopes for an upturn (with illus) p18, Aug.1

Business moves sideways, jobs move downward p13, Aug.15

First faint signs of a turnaround p13, Aug.22

Evidence of a turnaround firms up p15, Aug.29

Is it the season, or is this upswing something more? p11, Sept.5

The consensus: a gradual pickup in activity p17, Sept.12

Third quarter: upbeat falters p22, Sept.26

The GM strike topples the uneasy balance p39, Oct.17

Next year's upturn is in the making p13, Nov.7

Economy due for a shot in the arm p19, Nov.14

The mood is inflation gray (with illus) p16, Nov.28

Some bright spots show up in a scrambled picture p19, Dec.5

#### BUSINESS Council

The fall meeting of the Business Council at Hot Springs p43, Oct.24

Business questions the game plan (with illus) p28, Oct.24

#### BUSINESS Failures

More companies are throwing in the sponge p12, July 11

The bell tolls for more and bigger companies p12, Sept.5

#### BUSINESS WEEK (Magazine)

Readers Report: Legs p7, July 18

Readers Report: Seasonally adjusted p4, July 25

Publisher's Memo: For 17 years we have maintained a full time news bureau in Detroit (with illus) p7, Aug.15

Publisher's Memo: The Cities department reports on the relatively new practice of urban design (with illus) p5, Aug.22



Publisher's Memo: BUSINESS WEEK Awards for Business citizenship (with illus) p5, Sept.19

Publisher's Memo: A panel of BUSINESS WEEK editors appears before business groups to answer questions about the economic outlook (with illus) p5, Oct.17

The BUSINESS WEEK Guide to Personal Business (with illus) p5, Nov.28

Publisher's Memo: BUSINESS WEEK defined the word and made the term "multinational company" familiar to businessmen p7, Dec.19

#### Monthly Features

Layoffs start to take their toll (with table) p82, July 4

A few signs point up (with table) p74, Aug.8

Signs of trouble at the end of the slide (with table) p52, Sept.5

Wages rise, but jobs are mixed (with table) p90, Oct.3

Wages reflect the slow pace (with table) p61, Nov.7

A record low for wage gains (with table) p80, Dec.5

#### Special Reports

Why big traders worry industry: Financial institutions' growing power—in corporate affairs as well as in the stock market—may bring basic changes in securities laws (with cover, chart, table and illus) (Special Report) p52, July 25

The corporate land rush of 1970: More and more major companies are getting into real estate development. They could transform a field long dominated by free-swinging entrepreneurs (with chart and illus) p72, Aug.29

Madison Avenue goes multinational: As corporations expand overseas, ad agencies find they must follow to hold on to their clients, and to find new opportunities for profits. (with table and illus) p48, Sept.12

Turning junk and trash into a resource: The bottles, auto parts, and trash littering the landscape can be converted into a rich resource, if industry accepts the challenge (with cover, table, chart, illus) p66, Oct.10

The trillion-dollar economy (with cover, map, charts and illus) (Special Report) p65, Oct.17

Transportation needs an overhaul: U.S. common carriers say they cannot afford to keep subsidizing uneconomic services. They want a whole new set of operating rules (with cover and illus) p68, Nov.14

Multinational companies (with cover, map, table, chart and illus) p57, Dec.19

#### Surveys

A bright spark for cigarette makers (with table) p64, Dec.26

#### BUSINESSMEN for the Public Interest

Separate roads for Midas and son (with illus) p32, Oct.10

#### BUYING Habits

Consumers are getting even more pessimistic p13, Aug.15

## C

#### C-5A

A retreat from gold-plated contracts (with illus) p96, July 11

Blueprint to keep the C-5A going p19, Aug.29

Lockheed gains some financial lift p36, Sept.19

#### CBS/EVR

A video cartridge bows to muffled applause (with illus) p100, Nov.14

#### CERN

Pooling brains to study the atom (with illus) p56, Aug.22

#### CIT Financial Corp.

Liquidity fears crease the paper market (with chart) p90, July 11

# Short News Item

#### COCOM

Britain's wish to sell computers to the Russians # p40, Dec.26

#### COMSAT

See Communications Satellite Corp.

#### CPC International, Inc.

CPC: momentum from a foreign affiliate (with illus) (Special Report) p64, Dec.19

#### CAFIERO, Eugene

Chrysler tries without a mini (with illus) p58, Sept.5

#### CALEDONIAN Airlines

Europe: Little airlines that seek new skies (with illus) p22, Oct.3

#### CALIFORNIA

Vintage years for California wineries (with chart, table and illus) p48, Sept.19

Making franchisers report # p50, Sept.26

#### CALIFORNIA 500

Auto racing: Here comes the California 500 (with illus) p70, Sept.5

#### CALLAHAN, David

Futures traders try the West (with illus) p30, Oct.10

#### CAMPBELL Soup Co.

Manual for the handicapped # p60, Oct.3

#### CANADA

Canadians slash at wage restraint (with illus) p34, July 4

A fascinating failure (Editorial) p84, July 4

Readers Report: Canadian policy p4, July 25

U.S. customs when you return across the border # p66, Aug.8

Nova Scotia: an idyllic spot for fishing p65, Aug.8

Pollution rebels go to the public (with illus) p68, Aug.8

Making cities better places to live (with cover and illus) p36, Aug.22

Mailmen flout Trudeau's limit p116, Sept.12

A trade tide lifts the floating dollar (with chart) p51, Oct.17

The violence has economic roots (with illus) p36, Oct.24

Ontario maps the way to metro reform (with map) p80, Nov.21

Businessman's guide to Toronto p106, Nov.21

Falconbridge tries to be a bigger No. 2 (with illus) p42, Nov.28

Tough bargaining with Canada on the auto pact p65, Nov.28

Canada: Inflation watchdog tucks in its tail p26, Dec.12

Readers Report: O, Canada p4, Dec.12

Auto pact in Canada # p50, Dec.19

The nationalist barriers go higher (with illus) (Special Report) p126, Dec.19

Canada rules on the waves # p21, Dec.26

#### CANADAIIR

Bucket Brigade with wings (with illus) p20, Oct.3

#### CANADIAN Pacific Airlines

Coffee, tea, or midi? # p102, Dec.5

#### CANS

A new pattern for basic steel? (with illus) p78, Nov.7

#### CAPITAL Spending

See Plant Expansion

#### CAPITAL Transit Co.

Using liquidation as a strategy p34, Oct.3

#### CARBORUNDUM Co.

Trying a two-pronged strategy (with illus) (Special Report) p69, Dec.19

#### CARD Games

Door-to-door games # p63, Nov.28

#### CAREERS, Inc.

A red carpet for blue collars p76, Aug.15

#### CARLSON, Edward E.

A dogfight downs United's top man (with illus) p16, Dec.26

#### CARNEGIE, Andrew

Wall: 'Andrew Carnegie' (with illus) p8, Oct.10

#### CARNEGIE-Mellon University

Making a B-school relevant (with cover and illus) p58, Dec.5

#### CARPENTER Technology Corp.

Readers Report: Wrong owner p6, Oct.10

#### CARR, Fred

Why big traders worry industry (with cover, chart, table and illus) (Special Report) p52, July 25

#### CARR, Lewis J.

Putting customer demands first (with illus) p62, Nov.28

#### CARR, Robert

Britain: The law moves in on labor (with illus) p26, Dec.12

#### CARRELL, Stewart

A European glut in semiconductors (with illus) p18, Aug.22

#### CARTER, Edward W.

Warming up the first inflation alert (with illus) p29, July 18

#### CARTER Group

Merrill Lynch to the rescue? p21, Oct.31

#### CARTIER, Inc.

Service with a sparkle # p39, Sept.19

#### CASEY, Albert V.

They found newspapers best after all (with illus) p42, Dec.26

#### CASH

Lockheed seeks a place to land (with illus) p23, July 11

A downdraft hits airline profits (with chart) p23, Aug.1

Companies in a cash bind may get some help p33, Aug.1

Cost-price vise squeezes steel (with table) p21, Nov.7

Great Southwest goes back to the well (with illus) p29, Dec.5

#### CASH Registers

See Office Machines

#### CASSETTES

How toying about led to a discovery (with illus) p68, Oct.31

#### CATALOGUES

Christmas indulgences # p54, Oct.17

Selling to the hottest market ever (with illus) (Special Report) p124, Oct.17

#### CATERPILLAR Tractor Co.

Caterpillar and its compound (Special Report) p93, Dec.19

Caterpillar by a nose # p21, Dec.26

**CATHODE Ray Tubes**

How to copy a video display p30, Aug.29

**CATHODOCHROMISM**

Making displays easier to read (with illus) p49, Nov.21

**CATTARO, Matthew**

The products of a psychedelic age (with illus) p82, Aug.1

**CAUDILL, Harry**

Appalachia as a developing nation (with map and illus) p46, July 18

**CAUSALITY Data Co.**

Tracking travel agents # p52, Nov.7

**CEAUSESCU, Nicolae**

Rumania: A Communist talks business (with illus) p28, Oct.31

**CEMENT**

Cement climbs out of a rut (with chart) p76, Nov.28

**CENTER for Auto Safety**

Ralph Nader becomes an organization (with illus) p86, Nov.28

**CENTER for Study of Responsive Law**

Ralph Nader becomes an organization (with illus) p86, Nov.28

**CENTRAL Railroad of New Jersey**

End of the line for railroad # p68, Dec.5

The Jersey Central's life after death (with illus) p72, Dec.12

**CEREALS**

A package of trouble to cereal makers (with illus) p24, Aug.1

Advertising claims made by cereal manufacturers # p30, Aug.8

A gadfly buzzes around the table (with illus) p116, Sept.26

Cereal critic aids his targets (with illus) p59, Oct.3

**CERRO Corp.**

Latins seek more from business (with cover, chart and illus) p104, Sept.12

**CERTIFICATES of Deposit**

Banks are back in the market p14, Aug.15

**CHABAN-Delmas, Jacques**

France: Foreign investors feel new warmth (with illus) p23, Sept.5

**CHALET Suisse International, Inc.**

A motel room at bargain rates (with illus) p20, Aug.22

**CHANDLER, John**

Appalachia as a developing nation (with map and illus) p46, July 18

**CHANDLER, Otis and Norman**

The new Times (with illus) p43, Dec.26

**CHAPIN, Roy D., Jr.**

American Motors' crucial year (with illus) p17, Oct.3

**CHAPMAN, Alvah**

Newspapers are money-makers again (with cover, table and illus) p36, Aug.29

**CHARLIE**

Charlie extends its reach # p109, Oct.10

**CHARNEY, Nicholas**

A field of knowledge fetches \$21-million (with illus) p19, Aug.8

**CHASE Manhattan Bank**

Banking's new ties (with illus) (Special Report) p106, Dec.19

# Short News Item

**CHEMICAL Industry**

The chemical industry to decide whether half a quota is better than none # p30, July 4

Fertilizer makers make sales grow (with chart) p21, July 11

Du Pont writes off a refinery plan p33, Sept.19

West Germany: Chemical giants in a pinch (with illus) p34, Sept.26

Weeding out the pesticides p59, Sept.26

Chemicals feel the profit sting p45, Oct.17

Chemical companies to take to the land p30, Nov.21

Where price rises cheer an industry (with chart) p30, Dec.5

A phosphate stand-in goes down the drain p17, Dec.26

**CHESHIRE, Maxine**

Book Review p10, Oct.31

**CHICAGO Board of Trade**

Grain futures hit the sky (with illus) p22, Aug.22

**CHICAGO Center for Urban Projects**

A practical way to get involved (with illus) p80, Nov.28

**CHICAGO, Ill.**

Businessmen unite behind trucking pact p16, July 4

Nearer the sky in Chicago (with illus) # p25, Aug.1

The computer moves in on machine shops (with illus) p88, Sept.19

The tool builders grapple for markets p33, Sept.26

Business travel: the scene in Chicago p92, Oct.31

**CHILDREN**

Business takes care of the kiddies (with illus) p50, Oct.31

Suing to stop TV violence # p32, Nov.14

Readers Report: Child care (with illus) p5, Dec.12

Do businessmen make poor parents? p20, Dec.26

Christmas commercials aimed at children will be rerun for Congressional hearings # p30, Dec.26

**CHILE**

Communist win in Chile spells defeat for U.S. p101, Sept.12

Latins seek more from business (with cover, chart and illus) p104, Sept.12

Marxist push starts spreading from Chile p79, Sept.19

Trouble coming in Chile (Editorial) p126, Sept.26

Readers Report: Security blanket p6, Oct.10

Chile: Allende casts a shadow on business (with illus) p28, Nov.7

**CHOATE, Robert B., Jr.**

A package of trouble to cereal makers (with illus) p24, Aug.1

More lumps for the food industry p30, Sept.5

A gadfly buzzes around the table (with illus) p116, Sept.26

Cereal critic aids his targets (with illus) p59, Oct.3

**CHOATE School**

Prescott: "A World of Our Own" (with illus) p8, Oct.24

**CHOLERA**

Anti-cholera shots standard precaution for some American travelers # p82, Oct.3

**CHRISTMAS**

Christmas season has arrived on Capitol Hill # p38, Nov.14

**CHRISTMAS Books**

'Tis the season for list making (with illus) p6, Dec.12

**CHRISTMAS Clubs**

Christmas clubs go ecumenical (with illus) p21, Oct.31

Readers Report: Ho, ho, ho p8, Dec.5

**CHRISTMAS Parties**

The slump puts Santa on a diet p37, Dec.19

**CHRISTMAS Puppet Shows**

Christmas shows for store windows (with illus) p33, Dec.12

**CHRYSLER Corp.**

Chrysler goes abroad for mini (with illus) p20, July 4

Chrysler dealers file suit # p26, July 11

Chrysler import plan runs into the money squeeze p66, Aug.15

Chrysler tries without a mini (with illus) p58, Sept.5

After the offer: collision course in Detroit (with illus) p13, Sept.5

Autos: Global reshuffling for the Big Three (with illus) p40, Sept.19

Rivals have thrived during the GM strike (with illus) p23, Nov.14

What GM's pact means to industry (with illus) p96, Nov.21

**CHRYSLER Financial Corp.**

Liquidity fears crease the paper market (with chart) p90, July 11

**CHURCH & Industry Institute**

Church and office bridge a gap p52, Sept.26

**CHURCHES**

The world's tallest collection plate p23, Aug.15

Readers Report: Church vs. Establishment p4, Oct.31

**CIGARETTES**

Kicking the habit on the high seas (with illus) p31, Sept.26

Where there's smoke # p71, Oct.24

Where cigarette men go after TV (with cover, chart and illus) p64, Nov.21

Remember: 'Not a cough in a carload'? (with illus) p68, Nov.21

A bright spark for cigarette makers (with table) p64, Dec.26

Tobacco men and equal time # p21, Dec.26

**CIGARS**

Fine cigars for gifts # p116, Dec.19

**CINEMA City**

Cornfeld's new bid for a comeback (with illus) p19, Aug.1

**CITIES**

Philadelphia: host for the spirit of 1976 p21, July 4

Fayette's mayor one year later (with illus) p79, July 4

The pressure builds for open housing (with map) p61, July 11

Atlanta banker with a social conscience (with illus) p34, July 25

Heavy fighting shakes Model Cities (with illus) p65, Aug.1

Stokes' general takes his leave (with illus) p62, Aug.8

Newark signs up a business team p23, Aug.15

Lefrak goes to the ghetto (with illus) p28, Aug.15

Remaking the cities (Editorial) p84, Aug.22

Making cities better places to live (with cover and illus) p36, Aug.22

Cuyahoga Heights: Utopia in suburbia p39, Sept.5

The golden days are gone in suburbia (with cover, chart and illus) p34, Sept.5

Suburbia, come home (Editorial) p84, Sept.5

In the dumps over garbage (with illus) p62, Sept.12

Correcting San Jose's boomtime mistakes (with map and illus) p74, Sept.19

A brash mayor stirs Indianapolis (with illus) p84, Oct.3

Where the cities meet the suburbs (with illus) (Special Report) p84, Oct.17

The evolution of a super-urban nation (with map) (Special Report) p76, Oct.17

A city fights for its skyline (with illus) p35, Oct.24

Smog threat over the Thames (with illus) p58, Oct.24

Gardner builds a citizens' lobby (with illus) p25, Oct.31

A Gallic answer to urban congestion (with map and illus) p74, Nov.7

Disney World wakes sleepy Orlando (with map) p42, Nov.14

Ontario maps the way to metro reform (with map) p80, Nov.21

Revenue-sharing lobby mobilizes (with illus) p82, Dec.5

Brussels: The Multinationals move in (with illus) p138, Dec.19

The troubles that face Carl Stokes (with illus) p44, Dec.19

Aerial walkways: big plans for the future (with map and illus) p48, Dec.26

#### CITIES Commentary

Commentary: To blacks, ecology is irrelevant (with illus) p49, Nov.14

#### CITIZENS & Southern National Bank

Atlanta banker with a social conscience (with illus) p34, July 25

#### CIVIL Aeronautics Board

CAB wants the affinity back in flying (with illus) p94, July 25

An airline 'secret' gets hit by flak (with illus) p74, Sept.26

#### CIVIL Rights Act

In defense of women # p24, July 25

#### CIVIL Service

Nixon vs. the veteran bureaucrats (with illus) p31, Aug.1

#### CLARK, Earl

The leisure time headaches at Transamerica (with chart and illus) p40, Oct.31

#### CLARK, Ramsey

Wanted: superman for college president (with illus) p58, Sept.19

Clark: 'Crime in America' (with illus) p6, Nov.21

#### CLARKE, Frederick J.

Nature study, executive style (with illus) p19, July 4

#### CLASSIFIED Ads

Free ads for the jobless # p32, Nov.21

# Short News Item

#### CLAY, Cassius

Promoters spar for Ali's next bout p21, Dec.12

#### CLEAN Air Car Race

Cars being tested for the Clean Air Car Race p84, Aug.15

An auto race where cleanliness counts (with map and illus) p90, Aug.15

#### CLEVELAND, O.

Cleveland housing puts HUD to the test (with illus) p28, July 18

Man of the year loses a stripe p17, Aug.8

The golden days are gone in suburbia (with cover, chart and illus) p34, Sept.5

Steel is not in a spending mood (with illus) p33, Sept.19

The troubles that face Carl Stokes (with illus) p44, Dec.19

#### CLEVELAND Trust Co.

Why big traders worry industry (with cover, chart, table and illus) (Special Report) p52, July 25

#### CLOCK-Radios

Home entertainment sales sound sweeter (with illus) p24, July 4

#### CLOCKS and Watches

Why watchmakers are all wound up (with table and illus) p86, Oct.3

#### CLOTHING

Country pants take over the town (with illus) p50, July 4

Dressmakers are hemmed in (with illus) p20, July 11

Readers Report: Letting out the hem p6, Aug.15

Readers Report: Skirting the issue p5, Sept.19

A \$3-billion boom in home sewing (with illus) p56, Oct.3

Stuck with the midi and pushing hard (with illus) p106, Oct.10

Command decisions in favor of pants (with illus) p20, Oct.31

Readers Report: Skirting the issue (with illus) p5, Nov.14

Party season: What's new in formal wear p98, Nov.14

Men's shops are gaudy, not rich (with illus) p20, Nov.28

Men's fashions: Palm Beach to the Caribbean p90, Dec.5

Coffee, tea, or midi? # p102, Dec.5

Commentary: 'Youth' needs a new definition (with illus) p34, Dec.12

Down to the mine in space suits (with illus) p83, Dec.12

Readers Report: Pooh-poohing peacocks (with illus) p5, Dec.26

#### CLUBS

How your club stacks up financially # p104, Nov.7

#### COAL

Coal woes blacken utilities outlook (with illus) p18, July 4

Fuel stocks shrink to the danger point p20, Aug.29

A power crisis that looks permanent (with map and illus) p14, Oct.3

Tapping coal to get oil and gas p52, Oct.17

Coal producers breathe easier p26, Nov.7

Oil is taking over the energy business (with table and illus) p54, Nov.7

TVA: Coal gets cheaper, or else (with map) p52, Nov.21

The big coal crisis burns itself out (with illus) p74, Dec.5

Boyle's new math # p90, Dec.12

#### COATING (for tools)

A big edge on tool costs (with illus) p98, July 25

#### COBBS, John

Publishers memo: A panel of Business Week editors appears before business groups to answer questions about the economic outlook (with illus) p5, Oct.17

#### COCA-Cola Co.

A prize snafu in the Coke game p32, July 18

Olympade chases Gatorade # p60, Oct.3

Coke's migrants get a new deal (with illus) p109, Nov.14

Readers Report: Refreshing Coke p5, Dec.26

#### COCKTAILS

See Liquor

#### COCOA

Cocoa futures leave bitter taste p32, Sept.26

#### COFFEE

Brazil: A bitter brew for the economy (with map) p27, July 25

The U.S. battles Brazil to a coffee break (with illus) p15, Aug.8

Mills opens door for coffee pact p63, Oct.3

#### COFFIN, Robert

Under a "dividend participation plan," your bonus is tied to the company's dividend payout # p98, Nov.14

#### COHEN, Stanley

Europe: Law firms go multinational (with illus) p36, July 11

#### COLE, Edward N.

Mighty GM faces its critics (with cover, chart and illus) p72, July 11

#### COLLADO, Emilio

Calling on Nixon for a guldepost play (with illus) p19, Nov.28

#### COLLEGES and Universities

A grim diagnosis for medical schools (with illus) p82, July 25

College fees: It pays to plan ahead p65, Aug.8

An auto race where cleanliness counts (with map and illus) p90, Aug.15

How to manage a professor (with illus) p40, Aug.22

Adult education for the businessman p73, Sept.5

Wanted: superman for college president (with illus) p58, Sept.19

The MBA itch is mostly myth p30, Sept.26

College war labs wear camouflage (with table and illus) p36, Oct.3

Campaigning for credits # p26, Nov.7

How colleges cope with the red ink (with chart and illus) p56, Nov.21

Making a B-school relevant (with cover and illus) p58, Dec.5

B-schools lose some business p15, Dec.26

Readers Report: Inside help p4, Dec.26

A better idea for endowments (with illus) p44, Dec.26

#### COLLINS, Morton

Feeding capital to the computers (with illus) p28, Aug.29

#### COLOMBIA

Colombia bought 14 Mirage fighters from Dassault # p40, Dec.26



**COLOR**

A code to end labeling mixups (with illus) p53, July 4

**COLOR Matching**

The products of a psychedelic age (with illus) p82, Aug.1

**COLORADO**

Summer travel: a report from Colorado p74, July 4

Will nuclear blasts boost gas supplies? (with map) p21, Aug.1

**COLT Industries, Inc.**

Will the M-16 be made in Korea? (with illus) p116, Oct.24

**COLUMBIA Broadcasting System**

How CBS copes with TV pressures (with cover and illus) p58, July 4

**COLUMBUS, O.**

Goodbye, Columbus # p25, July 4

**COMBS, Edward**

Country pants take over the town (with illus) p50, July 4

**COMET Guard**

East-West race stays in orbit (with illus) p28, Nov.14

**COMMAND Performance Network**

GE's hookup for business conferees p24, July 11

**COMMERCIAL Paper**

Liquidity fears crease the paper market (with chart) p90, July 11

When the Fed won the liquidity battle (with chart and illus) p50, Oct.24

**COMMERZBANK**

Europe: Merging to fight U.S. bankers (with illus) p41, Oct.24

**COMMITTEE on Political Education**

Unions aim for the blue-collar vote (with illus) p48, Sept.5

**COMMODITIES**

Futures traders try the West (with illus) p30, Oct.10

**COMMODITY Markets**

Speculators whet their appetites (with chart) p19, July 11

**COMMON Cause**

Gardner builds a citizens' lobby (with illus) p25, Oct.31

**COMMUNICATIONS**

Mighty GM faces its critics (with cover, chart and illus) p72, July 11

FCC lets everyone in on data action p30, July 18

Can satellites replace Western Union's bikes? (with illus) p20, Aug.15

How commissioner Johnson bugs Ma Bell (with illus) p63, Nov.14

Faxmail for the nation # p24, Dec.12

**COMMUNICATIONS/Research/Machines, Inc.**

A field of knowledge fetches \$21-million (with illus) p19, Aug.8

**COMMUNICATIONS Satellite Corp.**

AT&T and Comsat wire a deal on satellites p49, Oct.17

**COMMUNISTS**

Communist win in Chile spells defeat for U.S. p101, Sept.12

Marxist push starts spreading from Chile p79, Sept.19

# Short News Item

**COMPAT Corp.**

New tape devices cut cost of speed p70, Oct.31

**COMPENSATION**

A confusing payday for men at the top (with illus) p80, Oct.10

Compensation: unmasking 'phantom stock' p95, Oct.10

Bosses take a cut in pay increases (with table) p49, Oct.17

**COMPUTER Diet Control**

Dieting by computer # p60, Oct.3

**COMPUTER Sciences Corp.**

Readers Report: Minority report p4, Aug.29

**COMPUTERS**

IBM's new line confirms the rumors (with illus) p21, July 4

A revamped program for volatile Viatron p24, Aug.1

Honeywell to get Bull-GE # p25, Aug.1

The products of a psychedelic age (with illus) p82, Aug.1

GM's mini: the very model of automation (with illus) p26, Aug.8

Readers Report: Nice computer p4, Aug.8

Science takes on a burning question (with illus) p42, Aug.15

IBM programs another winner p19, Aug.22

How to manage a professor (with illus) p40, Aug.22

Computer aid for kitchens # p23, Aug.22

A computer that does just enough (with illus) p78, Aug.22

Feeding capital to the computers (with illus) p28, Aug.29

How to copy a video display p30, Aug.29

Cash drawers that 'talk computer' (with illus) p66, Aug.29

The freight car shortage gets worse (with illus) p78, Sept.5

Shuffling funds in an instant # p20, Sept.5

IBM clears the way for the big cases p19, Sept.5

This system starts with integration (with illus) p27, Sept.12

Congressional investigation of federal agencies' use of computerized dossiers # p46, Sept.19

The computer moves in on machine shops (with illus) p88, Sept.19

RCA fires a broadside at No. 1 (with illus) p82, Sept.19

IBM's surprising new computer p31, Sept.26

Computer fix # p33, Sept.26

A computer that tends the bar (with illus) p46, Sept.26

A hungry wait # p21, Oct.3

Readers Report: Too much computer p6, Oct.10

A low-key debut from Burroughs p33, Oct.10

Problem solver, problem maker (with illus) (Special Report) p184, Oct.17

Leisure by the numbers # p71, Oct.24

The gambling game on Wall Street (with cover, chart and illus) p58, Oct.31

New tape devices cut cost of speed p70, Oct.31

TWA books space on the IBM system p88, Oct.31

Readers Report: Defending computers p5, Oct.31

Static in shop-by-phone # p52, Nov.7

Tracking travel agents # p52, Nov.7

It takes more than a banker to run a bank (with illus) p38, Nov.7

Supercomputers join the lineup p65, Nov.14

Computer voting has a hole in it p27, Nov.14

Japan masses computer forces to compete p88, Nov.21

A squeeze play yields a computer (with illus) p49, Nov.21

Making displays easier to read (with illus) p49, Nov.21

Bubble memories start taking shape p26, Nov.21

Europe: New allies enter the computer wars (with illus) p34, Nov.21

Readers Report: 'Wizards of Oz' p4, Nov.28

Computer spies a happier 1971 (with chart) p18, Nov.28

Ward's stores go 'modular' (with illus) p21, Nov.28

Computers make fertile parents (with illus) p55, Nov.28

Meter reading by telephone p86, Dec.12

Perot zeroes in on F. I. duPont (with illus) p39, Dec.19

Computers in all sizes # p50, Dec.19

Britain's wish to sell computers to the Russians # p40, Dec.26

Besieged Viatron fights bankruptcy p20, Dec.26

Why cores could become just a memory (with illus) p60, Dec.26

**CONCEPT Environment, Inc.**

Ford's change of mind # p23, Aug.22

**CONCORDE**

The Concorde is an issue p77, Oct.10

**CONGLOMERATES**

A conglomerate bucks a trend (with illus) p110, July 11

Senate loosens reins on banks (with illus) p16, July 11

The wild rice of Stanley Yarmuth (with illus) p41, Aug.8

Avco: Diversified and still waiting (with table and illus) p78, Aug.29

The attack on the big boys (with illus) (Special Report) p78, Oct.17

A creditor's grip on Ling and LTV p54, Oct.17

The leisure time headaches at Transamerica (with chart and illus) p40, Oct.31

**CONGO**

The Congo: Enter the quiet Japanese on the run (with illus) p22, Sept.5

**CONGRESS**

Congress keeps brake on all rail aid (with illus) p15, July 4

Senate loosens reins on banks (with illus) p16, July 11

Consumer power grows in Congress (with illus) p20, July 11

Nixon's welfare drive gets stalled in the Senate p29, July 11

Defense programs will face sharp attack in Senate p35, July 18

Protectionists win a vital skirmish p28, July 18

Congress may open corporate trade secrets p30, July 25

Congressional reformers show surprising strength # p30, July 25

A new timetable for the game plan (with illus) p15, July 25

A package of trouble to cereal makers (with illus) p24, Aug.1

Congress faces threat of extra session p33, Aug.1

Reining in multinational giants p48, Aug.8

Franchising disclosure legislation # p30, Aug.8

Seniority system of choosing committee chairmen by lengths of service # p30, Aug.8

Nixon to hit at 'high cost of spending' p29, Aug.8

Farm bill makes superficial cuts (with table) p22, Aug.15

Ended notice that congressman receives when Pentagon awards a contract to a company in his district # p32, Aug.15

For a tougher spending ceiling # p32, Aug.15

Opponents of the supersonic transport may seek foreign aid # p32, Aug.22

Congressional fight over job safety legislation # p34, Aug.29

Is the trade bill what it seems? (with illus) p22, Aug.29

Ways & Means must change its ways p33, Aug.29

More lumps for the food industry p30, Sept.5

A big share of safety for credit unions (with chart) p26, Sept.5

Congress speeds its housekeeping (with illus) p112, Sept.12

Protecting investors # p39, Sept.19

Congressional investigation of federal agencies' use of computerized dossiers # p46, Sept.19

Lawmakers write insurance reform p32, Sept.19

Safety bill in jeopardy (with illus) p112, Sept.19

A gadfly buzzes around the table (with illus) p116, Sept.26

A premature ovation (Editorial) p126, Sept.26

Reelection fever hits major bills (with table) p28, Sept.26

Proxmire seems to have the edge (with illus) p78, Sept.26

Trade bills may get lost in the election push p63, Oct.3

Cancellation of two Apollo flights # p30, Oct.3

Will trade bill go down after all? p29, Oct.3

Help for mass transit # p21, Oct.3

The House demands 'fly before buy' (with illus) p31, Oct.10

A post-election lame-duck session # p32, Oct.31

The old Congress: unfinished business p18, Nov.7

Carl Albert set to make House an activist force p31, Nov.7

Congress: How the power has shifted (with illus) p17, Nov.7

Senators begin scramble for committee plums p37, Nov.14

Congress faces some long nights (with illus) p26, Nov.14

Agenda for Congress (Editorial) p116, Nov.14

House reformers prepare for a new fight p31, Nov.28

Trade bill faces crucial test in the Senate p65, Nov.28

Trade fight is a race with time p26, Nov.28

Another probe of Wall Street # p32, Dec.5

A way to fence in construction pay (with illus) p53, Dec.5

Clark MacGregor as Nixon's chief liaison with Congress # p38, Dec.5

Detroit's battle with Washington (with illus) p28, Dec.5

# Short News Item

Gaudy packaging hurts the trade bill p21, Dec.12

Christmas commercials aimed at children will be rerun for Congressional hearings # p30, Dec.26

House reformers take aim at subcommittees p29, Dec.26

#### CONNALLY, John B.

The battles that Connally will face (with illus) p36, Dec.19

A job for a fast learner (Editorial) p68, Dec.26

#### CONSCIOUSNESS III

Reich: 'The Greening of America' (with illus) p9, Nov.7

CONSEIL Europeen pour la Recherche Nucleaire

See CERN

#### CONSOLIDATED Edison Co.

Con Ed loses its nuclear punch p19, July 4

Readers Report: Con Ed "not involved" p5, July 4

Face-to-face with the power crisis (with illus) p52, July 11

Sweating it out with borrowed kilowatts (with illus) p22, Aug.1

Readers Report: Fair exchange p7, Aug.15

Con Ed wins a license # p23, Aug.22

#### CONSOLIDATED Freightways, Inc.

A trucker takes to the sea and air (with cover and illus) p44, Oct.3

#### CONSTRUCTION

See Building

#### CONSTRUCTION Industry Collective Bargaining Commission

Building trades don't scare easily p15, Dec.12

#### CONSUMER Federation of America

Consumer Federation of America, aspiring to become the AFL-CIO of the consumer movement # p30, Sept.5

#### CONSUMER Price Index

See Cost of Living

#### CONSUMER Products Warranty & Guarantee Act

Detroit tries a U-turn on warranties (with illus) p44, July 25

#### CONSUMERISM

A new job: Assistant Secretary for Safety & Consumer Affairs # p30, July 25

#### CONSUMERS

The pressure is on for safer products (with table) p36, July 4

Consumer power grows in Congress (with illus) p20, July 11

Consumers are getting even more pessimistic p13, Aug.15

Agency to set standards and test consumer products # p34, Aug.29

Consumers are still a question p11, Sept.5

Business piles up for bill collectors (with illus) p25, Sept.12

Consumers are unwilling to extend their debt p22, Oct.10

Selling to the hottest market ever (with illus) (Special Report) p124, Oct.17

Government test data are no buyer's guide p26, Oct.31

The consumer's friend at school (with illus) p90, Oct.31

Consumers may have a new friend in court p38, Nov.21

Consumer alive, but barely p34, Dec.19

#### CONTACT Lenses

Learning to live with contacts p73, July 4

#### CONTAINERIZATION

The Japanese set sail for New York (with illus) p32, Dec.26

#### CONTAINERS

Will returnables make a comeback? p25, Oct.31

#### CONTRACT (Job)

Pinning down your job in writing p69, Aug.1

#### CONTROL Data Corp.

U.S. recession starts taking its toll abroad p65, Aug.15

Supercomputers join the lineup p65, Nov.14

Europe: New allies enter the computer wars (with illus) p34, Nov.21

#### CONTROL Devices

Out to clean up if peace comes (with illus) p32, Oct.3

#### CONTROLS

Readers Report: Wage-price freeze p4, July 4

President Nixon could now freeze the economy with wage and price controls # p32, Aug.22

#### CONVENTIONS

Steelworkers talk tough (with illus) p68, Oct.3

#### CONVERTIBLE Bonds

See Securities — Bonds

#### CONWAY, Michael

Detroit tries a U-turn on warranties (with illus) p44, July 25

#### COOK, Marlow

The wild ride of Stanley Yarmuth (with illus) p41, Aug.8

#### COOLING System (Liquid Metal)

Tricky metals that cool it (with illus) p112, Nov.7

#### COOPER, Marsh A.

Falconbridge tries to be a bigger No. 2 (with illus) p42, Nov.28

#### COOPER, Vernon

Appalachia as a developing nation (with map and illus) p46, July 18

#### COOPERATIVES

Food shoppers buy together (with illus) p99, Dec.5

#### COORDINATED Control

Mighty GM faces its critics (with cover, chart and illus) p72, July 11

#### COORS, William

Coors, the brewery that breaks all the rules (with illus) p60, Aug.22

#### COPPER

Congress may open corporate trade secrets p30, July 25

CEA mum about information it received from copper industry # p32, Aug.22

Zambia: A friendly takeover in the Copper-belt (with map) p24, Aug.22

Peru: Social reform jolts the mine owners (with illus) p26, Aug.29

Indonesia: Copper entices Freeport Sulphur (with illus) p29, Nov.28

World resources: hard times for copper (with illus) p35, Dec.5

#### COPPER Rod

GE dips into the copper business (with illus) p40, July 25

**CORINTH, Miss.**

Prebuilt homes come a long way (with illus) p27, July 18

**CORN Futures**

Grain futures hit the sky (with illus) p22, Aug.22

**CORNFELD, Bernard**

IOS: Back from the impossible dream (with illus) p68, July 4

Cornfeld's new bid for a comeback (with illus) p19, Aug.1

A dark horse in the IOS derby (with illus) p23, Aug.29

A toehold for Cornfeld # p20, Sept.5

**CORNUELLE, Herbert C.**

An outsider, but no stranger (with illus) p102, Oct.10

**CORONET Industries**

A new field for RCA # p54, Oct.17

**CORPORATE Diversification, Ltd.**

Why they turn to divestiture (with chart) p86, Aug.15

**CORPORATE Reorganization Report**

How to keep up on the Penn Central p32, Nov.21

**CORPORATE Responsibility, Committee for**  
GM makes criticism a family affair p19, Sept.5  
The GM reformers ride again p23, Nov.21

**CORPORATIONS**

Sharp responses to the growing "defi American" p55, July 4

Company pursestrings are drawn tighter p24, July 18

The man who makes it one world for IBM (with cover, chart and illus) p90, July 18

Congress may open corporate trade secrets p30, July 25

Companies in a cash bind may get some help p33, Aug.1

Reining in multinational giants p48, Aug.8

Readers Report: Resident executive p5, Aug.22

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

Professionals thinking of incorporating # p74, Sept.5

Is corporate bigness getting you down? p153, Oct.17

The attack on the big boys (with illus) (Special Report) p78, Oct.17

A new team plays the acquisition game (with illus) p22, Dec.5

When companies go suburban (with illus) p58, Dec.12

**Annual Reports**

Open wider, please # p26, Oct.31

**Directors**

Why outside directors need to direct (with illus) p76, July 4

Readers Report: Outside directors p5, July 25

Readers Report: Director's aide p7, Aug.15

Readers Report: For better boards p4, Oct.3

**Earnings and Dividends**

The second-quarter profits look fair (with table) p23, July 18

Profits falloff loses speed (with table) p59, Aug.1

Europe: Who's raking in the money (with table) p56, Oct.17

# Short News Item

The third quarter looks underweight (with table) p44, Oct.17

Profits not bright, but not that bad p14, Oct.31

Profits show a dash of improvement (with table) p18, Oct.31

Skidding profits at AM # p32, Nov.21

**Foreign Branches**

Investments: U.S. companies keep up pace (with table) p24, Aug.15

Europe: Westinghouse starts over 'over there' (with illus) p34, Dec.5

Multinational companies (with cover, map, table, and illus) (Special Report) p57, Dec.19

A home office in Rio for multinationals? p39, Dec.26

**COSMETICS**

Face-lift for a cosmetics maker (with illus) p60, Aug.15

The duel over Elizabeth Arden (with illus) p48, Oct.17

**COST of Living**

Cost-of-living increases slow down a bit p16, Aug.29

Brussels: The multinationals move in (with illus) (Special Report) p138, Dec.19

The dollars and cents of working abroad (with table) (Special Report) p88, Dec.19

**COSTS**

Company pursestrings are drawn tighter p24, July 18

New budgets cut a swath in costs (with illus) p43, Dec.19

**COUNCIL of Economic Advisers**

How fast should money grow? (with illus) p59, Aug.8

The CEA sounds a muted alert (with chart) p75, Aug.15

Strains showing on Nixon team: Shultz vs. CEA p31, Aug.15

CEA mum about information it received from copper industry # p32, Aug.22

The game plan goes on in slow motion (with illus) p94, Oct.31

CEA pushes for a booming recovery p37, Dec.5

**COUNCIL on Economic Priorities**

Readers Report: Made to order p5, July 25

**COWLES, Gardner**

Cowles unbundles # p26, Oct.31

**CRAVEN, Paul**

CPC: momentum from a foreign affiliate (with illus) (Special Report) p64, Dec.19

**CREDIT**

Meanwhile, the Fed cools credit p12, Aug.8

Easier money will add new zest in the autumn p13, Aug.22

Fed watchers spot a hint of ease p21, Aug.22

Easier money at the banks p16, Aug.29

No more waiting at the loan window (with chart) p26, Oct.3

The bottomless pit of capital demand (with chart and illus) (Special Report) p158, Oct.17

The Fed gets nearer its goal p25, Oct.24

The Fed must now settle on a growth target p19, Nov.21

Signals off; the money supply grew faster p20, Dec.5

**CREDIT Cards**

How to foil credit-card thieves # p109, Oct.10

**CREDIT Lyonnais**

Europe: Merging to fight U.S. bankers (with illus) p41, Oct.24

**CREDIT Unions**

A big share of safety for credit unions (with chart) p26, Sept.5

**CREEGAN Production Co.**

Christmas shows for store windows (with illus) p33, Dec.12

**CRERIE, Frank**

Mineral search for the wealthy (with illus) p24, Aug.8

**CRESAP, McCormick & Paget**

Under a "dividend participation plan," your bonus is tied to the company's dividend payout # p98, Nov.14

**CRIME**

Clark: 'Crime in America' (with illus) p6, Nov.21

**CRIME Control Act of 1970**

Businessmen lose some immunity p24, Nov.7

**CROWN, Henry**

The real-life drama at General Dynamics (with illus) p17, July 11

**CRYOGENICS**

An expanding future for LNG (with illus) p54, Sept.26

Better scrap comes in from the cold (with illus) p54, Oct.31

**CUBA**

State Dept. moves to rescue overseas holdings p72, Dec.5

Readers Report: Cuba en francais p6, Dec.19

**CUNARD Steam-Ship Co.**

Money runs thin for Cunard sisters (with illus) p17, Sept.5

**CUNNINGHAM, Harry B.**

How Kresge became top discount (with cover, chart and illus) p62, Oct.24

**CURRENCIES**

Finance ministers bend a bit on flexible rates p87, July 11

Hedging against money problems (with chart) p94, Sept.19

IMF may bend a bit on flexible rates p35, Sept.19

Step toward Common Market currency p90, Sept.26

Can the pound survive strain of Common Market? p77, Oct.10

A trade tide lifts the floating dollar (with chart) p51, Oct.17

Gold shows flashes of last year's luster (with chart) p19, Oct.31

Europe: A new sign points to monetary union p28, Nov.28

Signals off; the money supply grew faster p20, Dec.5

**CUSTOMS**

U.S. customs when you return across the border # p66, Aug.8

**CUYAHOGA Heights, O.**

Cuyahoga Heights: Utopia in suburbia p39, Sept.5

**CYCLAMATES**

Readers Report: Feeding on fear p4, July 11

Diet foods containing cyclamates treated officially as "drugs" # p36, July 18

**D****DDT**

Hope rises for DDT # p32, July 18



**DISC**

See Domestic International Sales Corp.

**DMR Co.**

Door-to-door games # p63, Nov.28

**DAHL, Wally G.**

Falconbridge tries to be a bigger No. 2 (with illus) p42, Nov.28

**DAIMLER-Benz**

Daimler dickers for a truck plant in Russia p51, Aug.29

**DANIEL, Anne**

Stores try to crack the people problem (with illus) p52, Sept.19

**DANIEL Yankelovich, Inc.**

See Yankelovich (Daniel), Inc.

**DANIELS, Dominick**

Safety bill in jeopardy (with illus) p112, Sept.19

**DANIELS, Ralph**

How CBS copes with TV pressures (with cover and illus) p58, July 4

**D'ARCY Advertising Co.**

McDonald's on the grill # p24, July 25

**DARTMOUTH Amos Tuck School of Business Administration**

Readers Report: Executives on campus p5, Sept.19

**DASSAULT**

Colombia bought 14 Mirage fighters from Dassault # p40, Dec.26

**DATA Processing Financial & General Corp.**

IBM clears the way for the big cases p19, Sept.5

**DATA Science Ventures**

Feeding capital to the computers (with illus) p28, Aug.29

**DATA Transmission**

FCC lets everyone in on data action p30, July 18

**DATA Transmission Service**

Data transmitters deluge the FCC p63, Nov.14

**DATA Use & Access Laboratories**

Selling to the hottest market ever (with illus) (Special Report) p124, Oct.17

**DATAMEDIA Computer Service, Inc.**

Computer voting has a hole in it p27, Nov.14

**DATSUN**

The fast pace of Japanese cars (with illus) p42, Aug.8

**DAVID, Edward E., Jr.**

New adviser will bring science back to earth p39, Sept.26

**DAVIS-Bacon Act**

Building trades don't scare easily p15, Dec.12

**DAVIS, Benjamin O.**

Stokes' general takes his leave (with illus) p62, Aug.8

**DAVIS, Clive**

How CBS copes with TV pressures (with cover and illus) p58, July 4

**DAY-Care Centers**

Business takes care of the kiddies (with illus) p50, Oct.31

Readers Report: Child care (with illus) p5, Dec.12

# Short News Item

**DAYLIGHTING**

Italy 'Daylighting' hits Fiat production p35, Nov.14

**DE GAULLE, Charles**

Sulzberger: 'The Last of the Giants' (with illus) p6, Nov.28

**DE LOREAN, John Z.**

The minis meet the imports (with cover, table and illus) p68, Aug.15

**DE MEYER, Roger**

Where women man the ship (with illus) p80, July 25

**DE PAOLA, Ron**

Book Review p12, Oct.17

**DECENTRALIZATION**

GE: the empire that subdivided (with illus) (Special Report) p116, Oct.17

Textron: built to diversify (with illus) (Special Report) p118, Oct.17

**DECISION Making System**

A code to end labeling mixups (with illus) p53, July 4

**DECKER, Alonzo G., Jr.**

Where the British deputy shows the way (with illus) p78, Nov.28

**DEFENSE Commentary**

A retreat from gold-plated contracts (with illus) p96, July 11

**DEFENSE Production Act**

President Nixon could now freeze the economy with wage and price controls # p32, Aug.22

**DELZIO, Frank**

Europe: Westinghouse starts over 'over there' (with illus) p34, Dec.5

**DEMOCRATS**

See also Elections

Democrats face tough fight for state houses p35, July 18

The 1972 Democratic Presidential nomination # p32, Aug.15

Democrats plan their own 'inflation alert' p31, Aug.22

The Democrats prepare to swing right p29, Sept.5

Election issues shape up as crime vs. jobs p45, Sept.19

The fight to keep labor Democratic (with illus) p42, Oct.17

**DENISE, Malcolm L.**

After the offer: collision course in Detroit (with illus) p13, Sept.5

Ford settlement copies GM model (with illus) p18, Dec.12

**DENMARK**

Europe: Little airlines that seek new skies (with illus) p22, Oct.3

Glacial highballs # p102, Dec.5

**DENNIS, C. L.**

Pressure builds for a rail strike (with illus) p53, Dec.5

Rail fight goes another round (with illus) p41, Dec.19

**DENTSU Advertising, Ltd.**

Madison Avenue goes multinational (with table and illus) (Special Report) p48, Sept.12

**DEPARTMENT (U.S. Government Divisions)**

See also entries for departmental officers; Bureaus and spheres of interest such as Taxation, Agriculture, Antitrust Laws and Enforcement

**Department of Agriculture**

Weeding out the pesticides p59, Sept.26

Regulatory power over pesticides # p38, Nov.14

**Department of the Air Force**

The Air Force fights to save Minuteman (with illus) p110, Oct.10

**Department of the Army**

A loser's victory helps contractors p74, Oct.3

Army bogs down over a new truck (with illus) p92, Nov.28

**Department of Commerce**

New outlook on economy is in the works p36, July 18

Capital spending plans are cut back — again p12, Sept.5

Manufacturers expect big sales gain p18, Sept.12

Capital spending prospects p26, Dec.5

**Department of Defense**

The new mission of systems analysis (with illus) p70, July 4

A retreat from gold-plated contracts (with illus) p96, July 11

Defense programs will face sharp attack in Senate p35, July 18

Import woes for defense companies p29, July 25

Blueprint for overhauling the Pentagon (Editorial) p84, Aug.1

The experts plan a new Pentagon (with illus) p64, Aug.1

Pentagon wants engineers to talk price p30, Aug.8

Ended notice that congressman receives when Pentagon awards a contract to a company in his district # p32, Aug.15

Military helicopters get chopped down (with chart and illus) p58, Aug.29

Blueprint to keep the C-5A going p19, Aug.29

An ammo plant shuts its doors (with table) p44, Sept.5

Generators get in fighting trim (with illus) p45, Sept.5

The peace bonanza that went bust (with chart) p66, Sept.5

The Pentagon's budget faces another assault p29, Sept.5

Nixon Doctrine means new design for military p35, Sept.12

Pentagon cuts: 'The worst is yet to come' (with chart and illus) p94, Sept.12

Packard's way at odds with the Army's way p46, Sept.19

The Pentagon may give up profit-sharing p45, Sept.19

College war labs wear camouflage (with table and illus) p36, Oct.3

The House demands 'fly before buy' (with illus) p31, Oct.10

The Air Force fights to save Minuteman (with illus) p110, Oct.10

Will the M-16 be made in Korea? (with illus) p116, Oct.24

Vietnamization spells more aid (with illus) p112, Oct.24

Employers to allow reservists to attend meetings, training camps, and special drills # p44, Oct.24

Subcontractors lash out at the system p96, Oct.31

Contracts may get a break on interest costs p31, Oct.31

Defense contractors will find their burden of paperwork reduced again # p32, Nov.7

Pentagon juggles its contractors (with table) p82, Nov.14

The boom is fading in munitions making (with chart) p25, Nov.21

A Northrop fighter takes off again (with illus) p24, Nov.28

A new yardstick for defense contract profits p32, Nov.28

Kissinger holds the purse strings for the Pentagon p30, Dec.12

Less for hardware (with illus) p52, Dec.12

#### Department of Health, Education & Welfare

Foes of car fumes put heat on Detroit (with illus) p20, Aug.15

Elliot Richardson is getting appointments troubles # p30, Sept.5

A phosphate stand-in goes down the drain p17, Dec.26

#### Department of Housing and Urban Development

Cleveland housing puts HUD to the test (with illus) p28, July 18

Breakthrough's progress is slow (with illus) p86, Nov.14

More ease for money p27, Dec.5

#### Department of Justice

Faster wheels of Justice # p30, Sept.12

Justice vs. Sohio # p33, Sept.26

#### Department of Labor

The architect of rail peace (with illus) p114, Sept.12

#### Department of the Navy

The battle over destroyers keeps afloat p29, July 4

Nuclear carrier sails into the budgeters' sights p34, Aug.29

The Air Force fights to save Minuteman (with illus) p110, Oct.10

The merchant navy gets a military role (with illus) p24, Oct.31

"Project Sanguine"—a bombproof \$1-billion underground radio communications grid # p38, Nov.21

#### Department of the Post Office

See also United States Postal Service

The political blame for raising postal rates this year # p30, July 4

The union shop provision out of the postal reform bill # p34, Aug.1

Postal reformers finally deliver p20, Aug.8

Postal reform at last (Editorial) p76, Aug.8

Presidential appointees to the board of the newly reformed Postal Service # p40, Sept.26

Failure to raise postal rates # p30, Oct.3

What the new postmen will deliver (with illus) p22, Oct.31

Mailman's overtime doesn't go through p50, Dec.19

#### Department of State

State Dept. moves to rescue overseas holdings p72, Dec.5

#### Department of Transportation

A new job: Assistant Secretary for Safety & Consumer Affairs # p30, July 25

#### Department of the Treasury

Companies in a cash bind may get some help p33, Aug.1

Treasury abandons a dying lead tax p29, Sept.26

Tax withholding speedup will reduce the deficit p29, Oct.3

# Short News Item

The public changes its saving ways (with illus) p34, Oct.24

The battles that Connally will face (with illus) p36, Dec.19

#### DEPARTMENT Stores

See also Retailing

Shutdowns stalk big-city stores (with illus) p28, Oct.10

Christmas indulgences # p54, Oct.17

Selling on Sunday # p102, Dec.5

#### DEREGULATION

White House eyes deregulation route p29, Nov.21

#### DETERGENTS

A phosphate stand-in goes down the drain p17, Dec.26

#### DETROIT, Mich.

The golden days are gone in suburbia (with cover, chart and illus) p34, Sept.5

Computer voting has a hole in it p27, Nov.14

#### DEVELOPMENT & Resources Corp.

Doing well by doing good p74, Oct.31

#### DEVINE, Paul

Discounting: a food chain reaction (with illus) p44, Sept.26

#### DEVON International, Ltd.

Charlie extends its reach # p109, Oct.10

#### DEWAR, Robert E.

How Kresge became top discounter (with cover, chart and illus) p62, Oct.24

#### DIAMOND Shamrock Corp.

Readers Report: Touchy subject p5, Aug.22

#### DIAMONDS

Service with a sparkle # p39, Sept.19

#### DIET

Dieting by computer # p60, Oct.3

#### DILL, William R.

Book Review p8, Sept.12

#### DILLINGHAM Corp.

An outsider, but no stranger (with illus) p102, Oct.10

#### DINERS' Club, Inc.

Money runs thin for Cunard sisters (with illus) p17, Sept.5

#### DINMAN, Saul B.

A computer that does just enough (with illus) p78, Aug.22

#### DIP Forming

GE dips into the copper business (with illus) p40, July 25

#### DIRECT-Mail Business

Selling to the hottest market ever (with illus) (Special Report) p124, Oct.17

#### DIRECT Selling

Selling to the hottest market ever (with illus) (Special Report) p124, Oct.17

#### DIRECTIONS Unlimited, Ltd.

A wunderkind in venture land (with illus) p88, Nov.28

#### DISANTO, Frank J.

Moving images a Japanese way (with illus) p30, Aug.29

#### DISCOUNT Food Stores

Discounting: a food chain reaction (with illus) p44, Sept.26

#### DISCOUNT Houses

How Kresge became top discounter (with cover, chart and illus) p62, Oct.24

#### DISCOUNT Rate

A nudge toward a lower prime (with chart) p24, Nov.14

More ease for money p27, Dec.5

#### DISH-A-Doodle

Dishes by design # p71, Oct.24

#### DISINTERMEDIATION

The public changes its saving ways (with illus) p34, Oct.24

#### DISNEY (Walt) World

A brand new house for Mickey Mouse p42, Nov.14

Disney World wakes sleepy Orlando (with map) p42, Nov.14

Readers Report: Disney in Florida p5, Dec.12

#### DIVELY, George S.

Why outside directors need to direct (with illus) p76, July 4

#### DIVERSIFICATION

Diversification is Mattel's game (with illus) p32, July 25

Vendors pull out all stops (with illus) p52, Aug.15

Cement climbs out of a rut (with chart) p76, Nov.28

A new team plays the acquisition game (with illus) p22, Dec.5

Fed to rule on bank growth p27, Dec.26

#### DIVESTITURES

Why they turn to divestiture (with chart) p86, Aug.15

#### DIVIDEND Participation Plan

Under a "dividend participation plan," your bonus is tied to the company's dividend payout # p98, Nov.14

#### DOMESTIC International Sales Corp.

Treasury mulls a value-added tax p44, Aug.1

The trade bill becomes a Nixon victory p31, Aug.15

#### DOMESTIC Tranquillity Club

A Sunday afternoon truce # p103, Nov.14

#### DONAHUE, John F.

Federated breaks the fund mold (with illus) p98, July 11

#### DONEGAN, L. E.

RCA fires a broadside at No. 1 (with illus) p82, Sept.19

#### DONNELL, Edward S.

Ward's stores go 'modular' (with illus) p21, Nov.28

#### DONOVAN, Hedley

Time Inc.: The free-spending days are over (with chart and illus) p52, Aug.8

#### DOOR-To-Door

Door-to-door games # p63, Nov.28

#### DORSETT Educational Systems, Inc.

The customers pass the test—or else (with table and illus) p42, Sept.12

#### DORTON, Trigg

Appalachia as a developing nation (with map and illus) p46, July 18

#### DOW Chemical Co.

The hot battle over antifreeze p54, Aug.15

Chemical companies take to the land p30, Nov.21



**DOW Jones & Co.**

Backing and filling is better than down (with chart) p19, July 11

The week when the bear turned tail (with chart) p18, Aug.29

Tranquility brings a Wall Street surge (with chart) p30, Oct.10

The market finally takes the high road (with chart) p27, Dec.5

**DOYLE Dane Bernbach, Inc.**

Advertisers do it themselves (with illus) p66, July 18

**DRUCKER, Peter F.**

Book Review p8, Sept.5

Readers Report: The beau jest p6, Sept.26

Readers Report: About those jesters # p4, Oct.17

**DRUG Abuse**

Drug culture: take a look at your office p83, Aug.15

Readers Report: Drugs on the job p7, Sept.26

**DRUG Industry**

The drug industry catches the fever p18, Aug.8

Drug makers and the AMA split over the pill p32, Aug.22

**DUBOS, Rene**

Book Review, p6, Nov.14

**DuBRIDGE, Dr. Lee A.**

Critics blame DuBridge for research losses p36, July 18

**DUCOMMUN, Charles E.**

Why outside directors need to direct (with illus) p76, July 4

**DUKE, William Meng**

A high flier moves down (with illus) # p38, Oct.24

**DUN & Bradstreet, Inc.**

The bell tolls for more and bigger companies p12, Sept.5

**DUNLOP Holdings, Ltd.**

Mergers: Dunlop, Pirelli's 'union of equals' (with illus) p27, Dec.12

**DUNLOP, John T.**

A new pattern for bargaining (with illus) p51, Sept.5

A way to fence in construction pay (with illus) p53, Dec.5

**DUNNING, Harrison F.**

Second thoughts on 'office of the president' (with illus) p42, Oct.3

**du PONT (E. I.) de Nemours & Co.**

The hot battle over antifreeze p54, Aug.15

Lighting a fire under the sleeping giant (with illus) p40, Sept.12

Du Pont writes off a refinery plan p33, Sept.19

A tall economist with a low profile (with illus) p74, Nov.28

The FTC ties a can to a Zerex ad p30, Dec.5

A new fiber to clean water (with illus) p83, Dec.12

**du PONT (F. I.) Gore Forgan & Co.**

What ties Perot to Wall Street (with illus) p78, Dec.5

Perot zeroes in on F. I. du Pont (with illus) p39, Dec.19

**E****ERTS**

See Earth Resources Technology Satellite

# Short News Item

**EVR**

See Electronic Video Recording

**EARTH Resources Technology Satellite**

A prospector takes to the sky (with illus) p104, Nov.14

**EAST Village Other**

Sweating it out with borrowed kilowatts (with illus) p22, Aug.1

**EASTERN Air Lines**

Cut-rate trips for off-seasons # p50, Sept.26

**EASTERN Europe**

U.S. eyes joint ventures with Eastern Europe p69, July 18

**EATONTOWN (N. J.) National Bank**

The \$5-million that disappeared (with illus) p17, Aug.15

**EBERLE, William D.**

Book Review p6, Sept.19

**ECKSTEIN, Otto**

Things start to add up for econometrics (with table and illus) p46, July 4

**ECONOMIC Conditions**

A slow convalescence—but it's real (with table and chart) p20, Sept.12

**ECONOMIC Growth**

How to start the economy growing again (Editorial) p84, Aug.1

Hard choice: slow growth or high prices p11, Oct.3

**ECONOMIC Indicators**

The economic indicators backed down in August p11, Oct.3

The auto strike is also upsetting the indicators p13, Oct.31

**ECONOMIC Information Systems, Inc.**

Selling to the hottest market ever (with illus) (Special Report) p124, Oct.17

**ECONOMIC Models**

Things start to add up for econometrics (with table and illus) p46, July 4

The peace bonanza that went bust (with chart) p66, Sept.5

Forecast models give varied clues p11, Sept.5

A slow convalescence—but it's real (with table and chart) p20, Sept.12

Auto strikers take the GNP for a ride (with chart) p18, Oct.3

Hard choice: slow growth or high prices p11, Oct.3

Problem solver, problem maker (with illus) (Special Report) p184, Oct.17

Unemployment will stay high p12, Nov.28

Computer spies a happier 1971 (with chart) p18, Nov.28

Consensus for 1971: good but not great (with table) p66, Dec.12

**ECONOMIC Policy Game**

Nixon is shifting to a harder-hitting game (with illus) p14, Dec.12

**ECONOMISTS**

A tall economist with a low profile (with illus) p74, Nov.28

It all adds up for corporate economists (with illus) p74, Nov.28

The monetarists are not happy p20, Dec.5

Consensus for 1971: good but not great (with table) p66, Dec.12

Making Ricardo's prophecy come true (with chart and illus) (Special Report) p60, Dec.19

**ECONOMY at Mid-year**

New outlook on economy is in the works p36, July 18

**ECOSYSTEMS**

Nature study, executive style (with illus) p19, July 4

**EDITORIAL**

An Artistic performance p84, July 4

Japan's trade grab p84, July 4

A fascinating failure p84, July 4

What if the broker goes broke? p116, July 11

The inflation spiral gets another spin p116, July 11

Keeping the bankers in banking p102, July 18

Too much talent to waste on window dressing p102, July 18

Stopping the swing toward protectionism p100, July 25

An encouraging start for the auto talks p100, July 25

How to start the economy growing again p84, Aug.1

Blueprint for overhauling the Pentagon p84, Aug.1

Postal reform at last p76, Aug.8

Cold cereals, cold facts p76, Aug.8

The Safeguard illusion p76, Aug.8

An excess of modesty p94, Aug.15

Upside-down economics p94, Aug.15

The way to fight imports p94, Aug.15

Remaking the cities p84, Aug.22

The gas crisis p84, Aug.22

Stimulating investment p84, Aug.22

Stop the cover-up p84, Aug.29

Protectionist field day p84, Aug.29

And movies too p84, Aug.29

Suburbia, come home p84, Sept.5

Regulating the regulators p84, Sept.5

Detroit's wage offer p84, Sept.5

Blackmail as a policy instrument p134, Sept.12

Needed: a crash program for fusion power p134, Sept.12

No time to relax p124, Sept.19

Too many breakdowns p124, Sept.19

A strike that hurts p124, Sept.19

Investor insurance—now p126, Sept.26

A premature ovation p126, Sept.26

Trouble coming in Chile p126, Sept.26

Exit the fireman p92, Oct.3

Penny wise, pound foolish p92, Oct.3

Stalling welfare reform p92, Oct.3

Waste as an asset p114, Oct.10

The fight is not over p114, Oct.10

Power crisis coming p114, Oct.10

The U.S. can still make the biggest the best p192, Oct.17

Why not now? p118, Oct.24

Pact in space p118, Oct.24

Slowdown hits population p118, Oct.24

How good has economic policy been? p102, Oct.31

Reform cannot wait on Wall Street p102, Oct.31

Crisis in insurance p114, Nov.7

Mixed signals p114, Nov.7  
 No new mandate p114, Nov.7  
 Express to chaos p116, Nov.14  
 Agenda for Congress p116, Nov.14  
 A way out — by rail p116, Nov.14  
 Peace at a high price p124, Nov.21  
 Fresh start for the SEC p124, Nov.21  
 Why the AEC bungled p124, Nov.21  
 Why pressure mounts for an incomes policy p94, Nov.28  
 A Wall Street insider breaks ranks p94, Nov.28  
 Unfinished business p104, Dec.5  
 Plain talk on inflation p104, Dec.5  
 Steel strike threat p104, Dec.5  
 An incomes policy to guide a program of expansion p92, Dec.12  
 Why the troops still stay in Europe p92, Dec.12  
 Congress plays inflationary politics p41, Dec.19  
 Guiding growth toward a global economy p146, Dec.19  
 A job for a fast learner p68, Dec.26  
 Happy New Year p68, Dec.26  
 Censorship by SEC p68, Dec.26

#### EDUCATION

See also Colleges and Universities  
 Adult education for the businessman p73, Sept.5  
 The customers pass the test—or else (with table and illus) p42, Sept.12  
 Readers Report: The trivia concept p6, Oct.10  
 Readers Report: Academic solution p5, Oct.17  
 Business takes care of the kiddies (with illus) p50, Oct.31

#### EDWARDS, Sir Ronald

An outfit that raises British eyebrows (with illus) p96, Nov.7

#### EDWARDSSEN, C. H. "Preach"

Door-to-door games # p63, Nov.28

#### EKOFISK

Norway: A stormy debate over North Sea oil (with illus) p35, Nov.14

#### ELAZAR, Daniel J.

The evolution of a super-urban nation (with map) (Special Report) p76, Oct.17

#### ELECTIONS

The 1972 Democratic Presidential nomination # p32, Aug.15

Phillips-Van Heusen Corp. employees to work on local campaigns # p32, Aug.15

Election issues shape up as crime vs. jobs p45, Sept.19

Bond issues roll up votes # p26, Nov.7

Campaigning for credits # p26, Nov.7

Congress: How the power has shifted (with illus) p17, Nov.7

Now the game plan's target is '72 (with illus) p16, Nov.7

No new mandate (Editorial) p114, Nov.7

Computer voting has a hole in it p27, Nov.14

#### ELECTRIC Autolite Co.

Ford must disconnect from Autolite plugs p24, July 11

#### ELECTRICAL Appliances

Appliance check # p33, Oct.10

# Short News Item

#### ELECTRICITY

Con Ed loses its nuclear punch p19, July 4

Face-to-face with the power crisis (with illus) p52, July 11

Sweating it out with borrowed kilowatts (with illus) p22, Aug.1

From the H-bomb: Power without pollution (with illus) p80, Sept.12

A power crisis that looks permanent (with map and illus) p14, Oct.3

Utilities put faith in Old Faithful (with illus) p50, Oct.3

Reserve power for the East (with map) p92, Oct.10

Entries in the power plant race p87, Oct.24

Commentary: Guidelines for nuclear power (with illus) p50, Dec.5

#### ELECTRONIC Video Recording (EVR)

A video cartridge bows to muffled applause (with illus) p100, Nov.14

#### ELECTRONICS

Home entertainment sales sound sweeter (with illus) p24, July 4

Scotland's bonnie boom in electronics (with illus) p26, July 4

Taiwan: A base for U.S. companies (with illus) p38, July 11

Varadyne goes the full circuit (with illus) p58, July 18

Are imports killing off U.S. industries? (with chart and illus) p76, July 25

British company asks for probe p65, Aug.15

A European glut in semiconductors (with illus) p18, Aug.22

Japanese send up a trade war smoke screen p51, Aug.29

A fast switch in semiconductors (with illus) p16, Sept.5

IBM's surprising new computer p31, Sept.26

Why Sylvania's out of semiconductors p29, Oct.10

GE tries harder on process controls p52, Oct.17

#### ELIZABETH Arden Sales Corp.

The duel over Elizabeth Arden (with illus) p48, Oct.17

A courtship goes to court # p38, Oct.24

#### ELLINGHAUS, William M.

A new voice at New York Telephone (with chart and illus) p60, Sept.5

#### EMBLEMS

The 20s gleam in auto emblems (with illus) p80, Aug.22

#### EMERGENCY Home Finance Act of 1970

Homebuilders think more constructively (with illus) p16, July 25

#### EMMINGER, Otmar

Europe thinks the U.S. is steady (with chart and illus) p58, Aug.8

#### EMPHYSEMA

New test may cut emphysema toll (with chart) p88, Sept.12

#### EMPLOYMENT

Hewlett-Packard cuts back # p25, July 4

Jobless pay is due for overhaul (with table) p35, July 4

Jobs continue to shrink p11, July 11

Taiwan: A base for U.S. companies (with illus) p38, July 11

Labor shortage persists in building trades p18, July 18

A vacation bonus — but minus pay p26, July 18

Absenteeism just won't quit p66, July 25

Where women man the ship (with illus) p80, July 25

Why it's so tough to boost productivity (with chart) p64, July 25

Nixon economists have a policy gap (with chart) p20, Aug.1

Pinning down your job in writing p69, Aug.1

Job openings fell 48% in one year p13, Aug.15

A red carpet for blue collars p76, Aug.15

More towns join the critical list (with illus) p17, Aug.22

Teacher shortage turns into a surplus (with illus) p18, Aug.22

Jobless admen live on hope (with illus) p68, Aug.22

How bosses feel about Women's Lib (with illus) p18, Sept.5

White collars are a little wilted (with illus) p15, Sept.5

But the job scene is worse than it looks p17, Sept.12

Minority hiring provisions circulated in the construction industry # p36, Sept.12

A new jobs-for-veterans program # p46, Sept.19

Making civilians out of soldiers (with illus) p68, Sept.26

Where technologists are now 'obsolete' (with illus) p30, Sept.26

Nixon accepts public hiring as price of reform p39, Sept.26

Profit pinch helps the JOBS program p29, Oct.3

Unemployment climbs even higher p21, Oct.10

A political test for policy (with chart) p25, Oct.10

The tribe of unemployed increases p20, Nov.14

What comes first, inflation or unemployment? p20, Nov.14

A black and white issue faces Polaroid (with illus) p32, Nov.14

Free ads for the jobless # p32, Nov.21

Readers Report: Callous treatment p4, Nov.21

Better management? # p26, Nov.28

Unemployment will stay high p12, Nov.28

Manpower cuts by defense to soar next year p37, Dec.5

Job hunters face grimmer prospects (with illus) p19, Dec.12

They can see the pink slips now (with illus) p22, Dec.12

Battle over bias charges # p50, Dec.19

Sidewalk Santa is not their bag (with illus) p37, Dec.19

Sizing up a job offer overseas p115, Dec.19

Job targets with a realistic look (with chart) p46, Dec.26

Nixon bias suits get a political tag (with illus) p21, Dec.26

#### ENCYCLOPAEDIA Britannica (Japan) Ltd.

Japan: Britannica rues a wave of zeal p34, Nov.21

#### ENDOWMENTS

A better idea for endowments (with illus) p44, Dec.26

#### ENERGY

Readers Report: The energy search p4, Oct.31

Oil is taking over the energy business (with table and illus) p54, Nov.7

**ENGINES**

Aluminum packs power for GM p76, Aug.1  
 Entries in the power plant race p87, Oct.24  
 Another new engine nudges Detroit (with illus) p86, Oct.24

**ENJAY Chemical Co.**

Manhattan transfer # p33, Oct.10

**ENTERTAINMENT**

GE starts entertaining # p24, Dec.12

**ENVIRONMENT**

Pollution foes find a friend at the bank p19, July 4

Out to clean up if peace comes (with illus) p32, Oct.3

Turning junk and trash into a resource (with cover, table, chart, illus) (Special Report) p66, Oct.10

Will returnables make a comeback? p25, Oct.31

Commentary: To blacks, ecology is irrelevant (with illus) p49, Nov.14

"Project Sanguine"—a bombproof \$1-billion underground radio communications grid # p38, Nov.21

The high cost of cleaner air (with illus) p16, Dec.26

**ENVIRONMENTAL Action**

The ecology fans show their muscle (with illus) p26, Nov.14

**ENVIRONMENTAL Protection Agency**

Regulatory power over pesticides # p38, Nov.14

The big new Environmental Protection Agency # p38, Dec.5

EPA threatens court action against polluters p30, Dec.26

**ERSKINE, John E.**

The fallout from a 'friendly' merger (with illus) p32, Oct.24

**ESSO Standard Eastern, Inc.**

Manhattan transfer # p33, Oct.10

**ESTATES**

Estate plans: girding for a shake-up p97, Sept.19

Wife insurance: How it fits your estate plan p95, Oct.24

Yearend review: dusting off a man's will p89, Dec.5

**ESTES, Elliot M.**

Mighty GM faces its critics (with cover, chart and illus) p72, July 11

**ESTY, John C., Jr.**

Book Review p8, Oct.24

**ETHERINGTON, Edwin (Ted)**

Wanted: superman for college president (with illus) p58, Sept.19

**ETHYL Corp.**

Foam metals finally rise to the surface p24, Sept.12

**EUROBONDS**

Eurobonds get caught in the squeeze (with chart) p74, Jul.18

The constant search for capital (with illus) (Special Report) p102, Dec.19

**EURODOLLARS**

Foreign money eyes Wall Street once more p77, Oct.24

Speeding the dollar outflow? # p32, Dec.5

The constant search for capital (with illus) (Special Report) p102, Dec.19

# Short News Item

**EUROPE**

Europe: Law firms go multinational (with illus) p36, July 11

A European glut in semiconductors (with illus) p18, Aug.22

Stuck with the midi and pushing hard (with illus) p106, Oct.10

Europe: Who's raking in the money (with table) p56, Oct.17

Europe: New allies enter the computer wars (with illus) p34, Nov.21

Europe: Westinghouse starts over 'over there' (with illus) p34, Dec.5

Why the troops still stay in Europe (Editorial) p92, Dec.12

Now Europe has a slowdown of its own p63, Dec.12

**EUROPE (East)**

Eastern bloc turns to Arabian oil p86, Nov.7

**EUROPEAN Economic Community**

Sharp responses to the growing "defi American" p55, July 4

Step toward Common Market currency p90, Sept.26

Can the pound survive strain of Common Market? p77, Oct.10

Sweden: The EEC's reluctant applicant p29, Nov.7

Britain ready for tough talks with the EEC p71, Dec.5

As Germany goes, so goes the EEC p63, Dec.12

Brussels: The multinationals move in (with illus) (Special Report) p138, Dec.19

An EEC rule—but no test yet (with illus) (Special Report) p132, Dec.19

**EUROPEAN Monetary Unit**

Europe: A new sign points to monetary union p28, Nov.28

**EUROPEAN Space Conference**

Joining Europe in space (with illus) p120, Sept.26

**EVERS, Charles**

Fayette's mayor one year later (with illus) p79, July 4

**EXECUTIVE Jet Aviation**

The bizarre case of Executive Jet (with illus) p80, Oct.24

**EXECUTIVES**

Readers Report: Tips from a hotelman p4, July 4

VIP health: a need for sharp vision p73, July 4

Job search: tips on putting out feelers p89, July 25

Pinning down your job in writing p69, Aug.1

Readers Report: Long tale p4, Aug.29

Professionals thinking of incorporating # p74, Sept.5

Adult education for the businessman p73, Sept.5

White collars are a little wilted (with illus) p15, Sept.5

Readers Report: Job search p5, Sept.5

Manpower: Portrait of a man who has it made p33, Sept.12

Executive health: the dangers of a stroke p119, Sept.12

The MBA itch is mostly myth p30, Sept.26

Second thoughts on 'office of the president' (with illus) p42, Oct.3

A confusing payday for men at the top (with illus) p80, Oct.10

Is corporate bigness getting you down? p153, Oct.17

Bosses take a cut in pay increases (with table) p49, Oct.17

Readers Report: All right, all together, now p4, Nov.14

Housing scene: buyers get a better break p105, Nov.21

Wicket window: where the borrower stands p90, Dec.5

Job hunters face grimmer prospects (with illus) p19, Dec.12

Sizing up a job offer overseas p115, Dec.19

Do businessmen make poor parents? p20, Dec.26

B-schools lose some business p15, Dec.26

**EXPORT-Import Bank**

Ex-Im bank bill has support—now p63, Oct.3

**EXPORTS**

See Foreign Trade

**EYEGLASSES**

VIP health: a need for sharp vision p73, July 4

**F****F-5-21 (Fighter Plane)**

A Northrop fighter takes off again (with illus) p24, Nov.28

**F-111**

A retreat from gold-plated contracts (with illus) p96, July 11

**FMC Corp.**

Tapping coal to get oil and gas p52, Oct.17

**FABRICS**

A \$3-billion boom in home sewing (with illus) p56, Oct.3

**FACSIMILE Transmission**

Moving images a Japanese way (with illus) p30, Aug.29

**FACSIMILE Transmission Network, Inc.**

Faxmail for the nation # p24, Dec.12

**FAIR Access to Insurance Requirements (FAIR PLANS)**

You can't buy the insurance you need (with cover, chart and illus) p64, Nov.7

**FAIR Labor Standards (Wage-Hour) Act**

Unions seek a \$2 wage floor # p80, Aug.15

**FAIRCHILD Camera & Instrument Corp.**

Fairchild thinks the worst is over p18, Aug.3

**FAIRCHILD Hiller Corp.**

Fairchild Hiller gets a recount (with illus) p18, July 11

**FAIRS and Exhibitions**

Home entertainment sales sound sweeter (with illus) p24, July 4

Toolmakers put on a show of hope (with chart) p25, July 18

The computer moves in on machine shops (with illus) p88, Sept.19

Steel is not in a spending mood (with illus) p33, Sept.19

The tool builders grapple for markets p33, Sept.26

A new industry looks at itself p88, Nov.14

**FAL, Cheikh**

Telling it to Africa (with illus) p84, Oct.31

Readers Report: Fractured French (with illus) p5, Nov.21



**FALCONBRIDGE Nickel Mines, Ltd.**

Falconbridge tries to be a bigger No. 2 (with illus) p42, Nov.28

**FAMILY Assistance Plan**

Nixon's welfare drive gets stalled in the Senate p29, July 11

**FARM & Industrial Equipment Institute**

The drought in farm machinery (with illus) p80, July 4

**FARM Equipment**

Farm equipment talks bog down p70, Oct.3

**FARRAR, Donald E.**

Key SEC study is under a cloud (with chart and illus) p76, Dec.12

**FARRELL, Robert**

Book Review p8, Sept.12

**FAUSCH, David**

Book Review p8, Aug.15

**FAYETTE, Miss.**

Fayette's mayor one year later (with illus) p79, July 4

**FEDERAL Aviation Agency**

The jumbo jet sputters a little (with illus) p28, Oct.10

**FEDERAL Communications Commission**

FCC lets everyone in on data action p30, July 18

Data transmitters deluge the FCC p63, Nov.14

How Commissioner Johnson bugs Ma Bell (with illus) p63, Nov.14

A vacant seat on the Federal Communications Commission # p38, Nov.21

**FEDERAL Home Loan Bank Board**

Will variable rates cure S&L's woes? (with illus) p32, July 4

Pumping money into housing (with chart) p66, Sept.26

**FEDERAL Maritime Commission**

Program to revitalize the U.S. Merchant Marine # p44, Oct.24

**FEDERAL National Mortgage Assn.**

Pumping money into housing (with chart) p66, Sept.26

**FEDERAL National Mortgage Corp.**

Money for housing # p33, Sept.26

**FEDERAL Power Commission**

Gas pricing gets an update (with illus) p19, July 25

**FEDERAL Reserve Bank of St. Louis**

Hard choice: slow growth or high prices p11, Oct.3

**FEDERAL Reserve Board**

Nixon looks to Arthur Burns on liquidity p29, July 4

An Artistic performance (Editorial) p84, July 4

Liquidity fears crease the paper market (with chart) p90, July 11

Meanwhile, the Fed cools credit p12, Aug.8

How fast should money grow? (with illus) p59, Aug.8

Fed watchers spot a hint of ease p21, Aug.22

The Fed waits to see how the wind blows p15, Aug.29

Shuffling funds in an instant # p20, Sept.5

No more waiting at the loan window (with chart) p26, Oct.3

The Fed gets nearer its goal p25, Oct.24

# Short News Item

When the Fed won the liquidity battle (with chart and illus) p50, Oct.24

A nudge toward a lower prime (with chart) p24, Nov.14

The Fed must now settle on a growth target p19, Nov.21

Production Index zapped by autos p20, Nov.21

The markets dance to the new Fed tune (with chart) p17, Nov.28

Signals off; the money supply grew faster p20, Dec.5

A compromise on banking's limits p29, Dec.5

More ease for money p27, Dec.5

New bank job for the Fed # p24, Dec.12

Fed to rule on bank growth p27, Dec.26

**FEDERAL Trade Commission**

FTC plans tasty probe # p26, July 11

A prize snafu in the Coke game p32, July 18

A logical choice to head the FTC p21, Aug.15

Supermarket shelf space allotment # p46, Sept.19

Appliance check # p33, Oct.10

A beefed-up FTC gets down to work p50, Oct.17

False advertising redefined — now audiences count p38, Dec.5

The FTC ties a can to a Zerex ad p30, Dec.5

**FEDERATED Investors, Inc.**

Federated breaks the fund mold (with illus) p98, July 11

**FERTILIZERS**

Fertilizer makers make sales grow (with chart) p21, July 11

**FESTIVALS**

Rock festivals: groovy, but no gravy (with illus) p20, Aug.8

**FEURER, Alfons**

West Germany: Red bulldozers rake in D-marks (with illus) p33, Sept.12

**FIAT**

Italy: 'Daylighting' hits Fiat production p35, Nov.14

**FIRES**

Science takes on a burning question (with illus) p42, Aug.15

Bucket Brigade with wings (with illus) p20, Oct.3

You can't buy the insurance you need (with cover, chart and illus) p64, Nov.7

The refinery blast that rocked Humble (with illus) p17, Dec.12

**FIRST Devonshire Corp.**

New battles boil up over the trust fund (with illus) p20, Oct.3

**FIRST National Bank of Miami**

Pollution foes find a friend at the bank p19, July 4

**FIRST National City Bank**

State Dept. moves to rescue overseas holdings p72, Dec.5

**FIRST Pennsylvania Banking & Trust Co.**

The first slice off the prime rate (with illus) p35, Sept.19

Will the Fed now follow the banks? (with chart) p32, Sept.26

**FISH and Fishing**

Sharksnap snaps at wider markets (with illus) p81, July 4

A salmon packer hits a golden run (with illus) p33, July 25

Readers Report: Slippery peril (with illus) p5, Aug.1

Nova Scotia: an idyllic spot for fishing p65, Aug.8

When at Newport, play the angles for game fishing p70, Aug.29

**FISH Protein**

The superfood from the sea (with illus) p112, Nov.14

**FITTS, E. Grant**

Building a fortune on LTV's discards (with illus) p76, Oct.3

Readers Report: Other assets p4, Nov.28

**FITZHUGH, Gilbert W.**

The experts plan a new Pentagon (with illus) p64, Aug.1

**FITZSIMMONS, Frank E.**

Hoffa's stand-in likes the title role (with illus) p109, Sept.19

Teamsters: a study in giantism (with illus) (Special Report) p150, Oct.17

Labor starts to mend a divided house (with illus) p17, Oct.31

**FLEMMING, Harry S.**

Nixon vs. the veteran bureaucrats (with illus) p31, Aug.1

**FLICK (Friederich)**

West Germany: Leopard tanks roll up sales p23, Oct.3

**FLORIDA**

Coke's migrants get a new deal (with illus) p109, Nov.14

**FLYING Tiger Line**

Fighting off Flying Tiger (with illus) p19, Aug.15

**FOAM (Aluminum)**

Foam metals finally rise to the surface p24, Sept.12

**FONDA, Henry**

Networks to cut prime time gladly (with illus) p27, Nov.21

**FOOD**

FTC plans tasty probe # p26, July 11

Diet foods containing cyclamates treated officially as "drugs" # p36, July 18

A package of trouble for cereal makers (with illus) p24, Aug.1

Advertising claims made by cereal manufacturers # p30, Aug.8

Cold cereals, cold facts (Editorial) p76, Aug.8

Computer aid for kitchens # p23, Aug.22

Stripers make excellent eating p70, Aug.29

More lumps for the food industry p30, Sept.5

Food for thought # p30, Sept.12

A gadfly buzzes around the table (with illus) p116, Sept.26

Adventures in frozen dinners # p50, Sept.26

Cereal critic aids his targets (with illus) p59, Oct.3

Grow power in groceries # p52, Nov.7

The superfood from the sea (with illus) p112, Nov.14

The Green Revolution yields bitter fruit p84, Nov.21

Food for thought # p66, Dec.26

**FOOD & Drug Administration**

The FDA gargle # p25, Aug.1

**FOOD Buying Cooperatives**

Food shoppers buy together (with illus) p99, Dec.5

**FOOD Discounters**

Discounting: a food chain reaction (with illus) p44, Sept.26

**FOOD Pollution**

A grim pursuit of quicksilver (with illus) p42, July 18

**FOOTBALL**

Rozelle referees a strike settlement (with illus) p19, Aug.8

A Sunday afternoon truce # p103, Nov.14

Super rate for Superbowl TV # p66, Dec.26

**FORD Foundation**

Money for minority business # p32, Dec.5

A better idea for endowments (with illus) p44, Dec.26

**FORD, Henry II**

France: Foreign investors feel new warmth (with illus) p23, Sept.5

How Iacocca won the big one (with illus) p38, Dec.19

**FORD Motor Co.**

A bird that hoots if drivers doze p53, July 4

Ford must disconnect from Autolite plugs p24, July 11

Ford's advice to suppliers # p26, July 11

The minis meet the imports (with cover, table and illus) p68, Aug.15

Ford sees a big future in Asia p54, Aug.22

Ford's change of mind # p23, Aug.22

After the offer: collision course in Detroit (with illus) p13, Sept.5

Autos: Global reshuffling for the Big Three (with illus) p40, Sept.19

The strike gives Pinto a head start (with illus) p31, Sept.19

What GM's pact means to industry (with illus) p36, Nov.21

Ford pulls off the track p22, Nov.28

Ford settlement copies GM model (with illus) p18, Dec.12

Why the unions fear the multinationals (with illus) (Special Report) p94, Dec.19

How Iacocca won the big one (with illus) p38, Dec.19

**FORECASTS**

Things start to add up for econometrics (with table and illus) p46, July 4

Forecast models give varied clues p11, Sept.5

A slow convalescence—but it's real (with table and chart) p20, Sept.12

A consensus grows on a pickup toward 1971 p27, Sept.19

Forecasters still look to an uptrend p11, Nov.28

Computer spies a happier 1971 (with chart) p18, Nov.28

Consensus for 1971: good but not great (with table) p66, Dec.12

Forecasts agree, but events go their own way p11, Dec.26

**FOREIGN Aid**

Foreign aid enters a new phase p52, Aug.1

Nixon reshapes foreign aid to slimmer profile p80, Sept.19

Preferences tied to foreign aid p80, Nov.14

**FOREIGN Commentary**

The Green Revolution yields bitter fruit p84, Nov.21

**FOREIGN Trade**

The push for more quotas gets going (with illus) p17, July 4

# Short News Item

Protectionists win a vital skirmish p28, July 18

Are imports killing off U.S. industries? (with chart and illus) p76, July 25

Europeans may press for new textile talks p71, July 25

Stopping the swing toward protectionism (Editorial) p100, July 25

Veto threat shifts odds on trade bill p29, July 25

The U.S. battles Brazil to a coffee break (with illus) p15, Aug.8

The trade bill becomes a Nixon victory p31, Aug.15

The minis meet the imports (with cover, table and illus) p68, Aug.15

Protectionists wait for the Mills bill to pass p53, Aug.22

Is the trade bill what it seems? (with illus) p22, Aug.29

Protectionist field day (Editorial) p84, Aug.29

Japan relaxes curbs on trade and investment p52, Aug.29

A new inflow of European steel to hit U.S. p56, Sept.5

Quota backfires for steelmakers (with chart) p24, Sept.12

Imports: The U.S. lags in the bike race (with illus) p42, Sept.19

Japan moves to soothe U.S. protectionists p89, Sept.26

Will trade bill go down after all? p29, Oct.3

Trade bills may get lost in the election push p63, Oct.3

Last-ditch bids to avert a trade war p78, Oct.24

Stakes high in new bid for textile pact p31, Oct.31

New wage data may figure in trade bill fight p32, Nov.7

The tight race to head off the protectionists p80, Nov.14

Trade bill faces crucial test in the Senate p65, Nov.28

Trade fight is a race with time p26, Nov.28

Gaudy packaging hurts the trade bill p21, Dec.12

**FOREMAN, Charles**

Why United Parcel admits its size (with illus) p94, July 18

**FT. LAUDERDALE, Fla.**

Money runs thin for Cunard sisters (with illus) p17, Sept.5

**FORTY Plus Club**

Job hunters face grimmer prospects (with illus) p19, Dec.12

**FORWARD Cover**

Hedging against money problems (with chart) p94, Sept.19

**FOSTER, Archibald McGee**

Madison Avenue goes multinational (with table and illus) (Special Report) p48, Sept.12

**FOSTER, Dr. John S., Jr.**

The Air Force fights to save Minuteman (with illus) p110, Oct.10

**FOUNDATION to Improve TV**

Suing to stop TV violence # p32, Nov.14

**FOUNDRIES (Iron)**

Foundries fail on clean-air laws (with illus) p48, Aug.29

**FOUR-Phase Systems, Inc.**

This system starts with integration (with illus) p27, Sept.12

**FOUR Seasons Nursing Centers of America, Inc.**

The money runs out for Four Seasons p16, July 4

A fight over where to sue Four Seasons p20, Oct.3

**FRANCE**

The challenger from France (with illus) p36, Aug.15

France: Foreign investors feel new warmth (with illus) p23, Sept.5

Will the TurboTrain survive? (with illus) p92, Sept.19

Renault's coup is not all that it seems p79, Sept.19

France: L'Express breaks with tradition (with illus) p34, Sept.26

France: A shovel maker digs up profits (with illus) p36, Oct.10

Europe: Merging to fight U.S. bankers (with illus) p41, Oct.24

A Gallic answer to urban congestion (with map and illus) p74, Nov.7

Rothschilts boost holdings in metals p86, Nov.7

Colombia bought 14 Mirage fighters from Dassault # p40, Dec.26

**FRANCE, Boyd**

Book Review p6, Nov.28

**FRANCHISING**

Franchising disclosure legislation # p30, Aug.8

Fried chicken that went into politics (with illus) p37, Sept.19

Making franchisers report # p50, Sept.26

**FRASER, Donald**

Shooting down strike pacts (with illus) p90, Oct.24

**FREEPORT Sulphur Co.**

Indonesia: Copper entices Freeport Sulphur (with illus) p29, Nov.28

**FRIDEN Div.**

Cash drawers that 'talk computer' (with illus) p66, Aug.29

**FRIEDRICH, Otto**

Book Review p6, Aug.29

**FRIEND, Irwin**

A bad review for performance (with illus) p26, Aug.15

**FRINGE Benefits**

See Benefits

**FROZEN Foods and the Expanding 70's**

Grow power in groceries # p52, Nov.7

**FRY Consultants, Inc.**

A good yearend for the bonus # p32, Dec.5

**FUGIWARA, Masahiko**

Here comes Hitachi (with cover and illus) p72, Aug.1

**FULLAM, John**

Penn Central gets its new engineers (with illus) p20, July 25

**FURNITURE**

A plastic trend in furniture's future (with illus) p112, Sept.26

Moving out of the bedroom (with illus) p98, Dec.5

**FUSION**

From the H-bomb: Power without pollution (with illus) p80, Sept.12

Needed: a crash program for fusion power (Editorial) p134, Sept.12

## G

**GRI Computer Corp.**

A computer that does just enough (with illus) p78, Aug.22

**GALLO (E&J) Winery**

Vintage years for California wineries (with chart, table and illus) p48, Sept.19

**GALVIN, Robert W.**

An apprentice president makes the grade (with illus) p60, Sept.19

Making a B-school relevant (with cover and illus) p58, Dec.5

**GAME Plan**

Business questions the game plan (with illus) p28, Oct.24

The game plan goes on in slow motion (with illus) p94, Oct.31

How good has economic policy been? (Editorial) p102, Oct.31

Now the game plan's target is '72 (with illus) p16, Nov.7

Doubts build about the new game plan p19, Nov.14

**GAMES**

Interesting, adult board games # p116, Dec.19

**GAMES (Marketing)**

A prize snafu in the Coke game p32, July 18

**GARBAGE**

In the dumps over garbage (with illus) p62, Sept.12

**GARDNER, Charles**

Book Review p6, July 11

**GARDNER, John W.**

John W. Gardner will launch his third-force trial balloon # p32, Aug.15

Wanted: superman for college president (with illus) p58, Sept.19

Gardner builds a citizens' lobby (with illus) p25, Oct.31

**GARDNER Laboratory, Inc.**

The products of a psychedelic age (with illus) p82, Aug.1

**GAS**

Piping gas from Alaska to the Midwest p72, July 25

Gas pricing gets an update (with illus) p19, July 25

Will nuclear blasts boost gas supplies? (with map) p21, Aug.1

The gas shortage fuels a fight p22, Aug.1

The gas crisis (Editorial) p84, Aug.22

Fuel stocks shrink to the danger point p20, Aug.29

Gas producers name their price p18, Sept.5

An expanding future for LNG (with illus) p54, Sept.26

A power crisis that looks permanent (with map and illus) p14, Oct.3

Tapping coal to get oil and gas p52, Oct.17

Oil is taking over the energy business (with table and illus) p54, Nov.7

Gas producers find a rate compromise p24, Nov.21

**GATORADE**

Bikers take a powder # p102, Dec.5

**GEDDES, Sir Reay**

Mergers: Dunlop, Pirelli's 'union of equals' (with illus) p27, Dec.12

# Short News Item

**GELSTHORPE, Edward**

The mood is inflation gray (with illus) p16, Nov.28

**GENEEN, Harold S.**

The attack on the big boys (with illus) (Special Report) p78, Oct.17

How Levitt lives with a conglomerate (with illus) p52, Dec.26

**GENERAL Accounting Office**

Expand the power of the General Accounting Office # p44, Oct.24

**GENERAL Cable Corp.**

A welcome relief for General Cable p23, Aug.22

**GENERAL Dynamics Corp.**

The real-life drama at General Dynamics (with illus) p17, July 11

Bucket Brigade with wings (with illus) p20, Oct.3

General Dynamics finds a new boss (with illus) p33, Oct.24

**GENERAL Electric Co.**

A bright new light on a sex symbol (with illus) p22, July 4

GE's hookup for business conferees p24, July 11

Fairchild Hiller gets a recount (with illus) p18, July 11

GE dips into the copper business (with illus) p40, July 25

NASA's chief lured by GE # p25, Aug.1

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

Honeywell tries to make merger work (with cover, chart and illus) p92, Sept. 26

Italy: GE turns cool to a state partner (with illus) p23, Oct.3

GE tries harder on process controls p52, Oct.17

GE: the empire that subdivided (with illus) (Special Report) p116, Oct.17

The GE strike didn't kill Boulwarism p32, Oct.24

GM's strike is not just a GE rerun (with illus) p31, Oct.24

GE's new negotiator # p110, Nov.14

GE starts entertaining # p24, Dec.12

GE is unreeling new circuits (with illus) p22, Dec.12

**GENERAL Foods Corp.**

Grow power in groceries # p52, Nov.7

**GENERAL Instrument Corp.**

A bush leaguer finally scores p24, Nov.28

**GENERAL Motors Corp.**

Mighty GM faces its critics (with cover, chart and illus) p72, July 11

Aluminum packs power for GM p76, Aug.1

GM's mini: the very model of automation (with illus) p26, Aug.8

The minis meet the imports (with cover, table and illus) p68, Aug.15

GM makes criticism a family affair p19, Sept.5

Readers Report: Homogenized p4, Sept.5

After the offer: collision course in Detroit (with illus) p13, Sept.5

A price surprise from GM's Vega (with illus) p23, Sept.12

Detroit stalemate: a blow for recovery (with cover and illus) p30, Sept.19

Autos: Global reshuffling for the Big Three (with illus) p40, Sept.19

GM strike clouds near-term picture p27, Sept.19

The GM strikers' mood is militant (with illus) p26, Sept.26

Back to the big table (with illus) p24, Oct.10

General Motors strike is in for a long haul # p40, Oct.10

GM's smog cutter # p54, Oct.17

Readers Report: Do-it-yourself # p4, Oct.17

The GM strike topples the uneasy balance p39, Oct.17

Auto talks fail to melt the ice p43, Oct.17

GM's strike is not just a GE rerun (with illus) p31, Oct.24

GM dealers sing the slowdown blues (with illus) p30, Oct.24

Why not now (Editorial) p118, Oct.24

Strike delays model change # p26, Oct.31

The auto strike is also upsetting the indicators p13, Oct.31

A wager on Wankel # p26, Nov.7

Payless paydays take their toll (with illus) p19, Nov.7

Glimmers of light in GM blackout p18, Nov.7

The cost of getting rolling again (with illus) p22, Nov.14

What GM's pact means to industry (with illus) p96, Nov.21

The GM reformers ride again p23, Nov.21

Readers Report: Engine backfire p5, Nov.21

Peace at a high price (Editorial) p124, Nov.21

A gradual getaway from the GM strike (with illus) p22, Nov.21

GM starts up and hikes prices p22, Nov.28

Army bogs down over a new truck (with illus) p92, Nov.28

Battle heats up in Brazil's small-car market p72, Dec.5

**GENERAL Portland Cement Co.**

Cement climbs out of a rut (with chart) p76, Nov.28

**GENERAL Services Administration**

Government test data are no buyer's guide p26, Oct.31

**GENERAL Signal Corp.**

Out to clean up if peace comes (with illus) p32, Oct.3

**GENERATORS**

Generators get in fighting trim (with illus) p45, Sept.5

**GENEVA Electron Volts**

Readers Report: Zeros, zeros p4, Sept.19

**GEORGE & Co.**

Better scrap comes in from the cold (with illus) p54, Oct.31

**GEORGETOWN**

See Washington, D.C.

**GEO THERMAL**

Utilities put faith in Old Faithful (with illus) p50, Oct.3

**GERMANY**

West Germany: Cameras get a fresh image (with illus) p27, July 4

Pace gets hot for Germans p51, Aug.1

West Germany: Publisher's deal goes awry (with illus) p28, Aug.1

Soviet-German trade is due to improve p66, Aug.15

Daimler dickers for a truck plant in Russia p51, Aug.29

West Germany: Red builders rake in D-marks (with illus) p33, Sept.12



West Germany: Chemical giants in a pinch (with illus) p34, Sept.26

Europe: Little airlines that seek new skies (with illus) p22, Oct.3

West Germany: Leopard tanks roll up sales p23, Oct.3

How Rollei plans to snap back (with illus) p99, Oct.24

The Russians may open a bank in Frankfurt p77, Oct.24

Europe: Merging to fight U.S. bankers (with illus) p41, Oct.24

A faster road to a safer car (with illus) p23, Oct.31

German inflation and slowdown may hurt Brandt p85, Nov.7

Germany steps up the pressure on offshore funds p79, Nov.14

A new shape for the beetle (with illus) p21, Dec.12

As Germany goes, so goes the EEC p63, Dec.12

Germany: BASF trips on synthetic fibers (with illus) p24, Dec.26

#### GERSTENBERG, Richard C.

Mighty GM faces its critics (with cover, chart and illus) p72, July 11

#### GEYER, Gary

Jobless admen live on hope (with illus) p68, Aug.22

#### GIANT Portland Cement Co.

Readers Report: Never in Egypt p7, Dec.19

#### GIBSON, Andrew E.

Jones Act: U.S. waters for U.S. ships (with illus) p46, Aug.15

Program to revitalize the U.S. Merchant Marine # p44, Oct.24

#### GIBSON, Kenneth

Newark signs up a business team p23, Aug.15

#### GIEREK, Edward

Poland: The economic plan that failed (with illus) p23, Dec.26

#### GIFTS

A long-term gift plan for the kids # p84, Nov.28

Baubles, bangles and beads for Christmas p81, Dec.12

The slump puts Santa on a diet p37, Dec.19

#### GILL, Lewis M.

Hard bargaining around the bend (with illus) p25, Nov.14

#### GISH, Tom

Appalachia as a developing nation (with map and illus) p46, July 18

#### GLASS

Britain: A glass dynasty lets some light in (with illus) p28, Nov.28

#### GLAUCOMA

Readers Report: Glaucoma alert p4, Aug.1

#### GLEN Cove, N. Y.

Cold war in Glen Cove # p32, July 18

#### GLENDENNINGS Cos., Inc.

A prize snafu in the Coke game p32, July 18

#### GOAL (Guidance on Active Leisure)

Leisure by the numbers # p71, Oct.24

#### GOLD

Gold price bounces with demand (with chart) p28, Sept.12

Gold shows flashes of last year's luster (with chart) p19, Oct.31

# Short News Item

#### GOLD-Hunters

Dorset: 'The New Eldorado' (with illus) p6, Aug.8

#### GOLDBERG, Avram

Discounting: a food chain reaction (with illus) p44, Sept.26

#### GOLDMARK, Peter

How CBS copes with TV pressures (with cover and illus) p58, July 4

#### GONZALEZ, Henry B.

Book Review p6, July 25

#### GOODBODY & Co.

Why a broker needs a fund (with illus) p24, Oct.3

Another chance for Goodbody & Co. p92, Oct.24

Merrill Lynch to the rescue? p21, Oct.31

Goodbody runs with the herd p55, Dec.26

#### GOODELL, Charles E.

Goodell a pawn in Nixon drive to win Senate p39, Oct.10

#### GORDON, David

The cycle riders take a new turn (with illus) p66, Oct.3

#### GOTT, Edwin H.

Nixon bias suits get a political tag (with illus) p21, Dec.26

#### GOTTLIEB, Dr. Melvin B.

From the H-bomb: Power without pollution (with illus) p80, Sept.12

#### GOVERNMENT

Commission eyes a shakeout of top bureaucrats p30, July 11

For a tougher spending ceiling # p32, Aug.15

Nixon sends up an Ash balloon (with illus) p24, Aug.29

Congress speeds its housekeeping (with illus) p112, Sept.12

The architect of rail peace (with illus) p114, Sept.12

Congressional investigation of federal agencies' use of computerized dossiers # p46, Sept.19

Second-guessing the census takers (with illus) p86, Sept.19

Pumping money into housing (with chart) p66, Sept.26

Ash Council points to remaining tasks p30, Oct.3

It is easier to give than receive p40, Oct.17

There is a threat of losing control (with illus) (Special Report) p100, Oct.17

Government test data are no buyer's guide p26, Oct.31

Christmas season has arrived on Capitol Hill # p38, Nov.14

Republican loyalists who lost out in last week's election # p38, Nov.14

Nixon's new faces for 1971 p37, Nov.21

Ontario maps the way to metro reform (with map) p80, Nov.21

How the census shapes the vote (with map) p46, Nov.28

The nationalist barriers go higher (with illus) (Special Report) p126, Dec.19

#### GOVERNMENT Commentary

Nixon vs. the veteran bureaucrats (with illus) p31, Aug.1

#### GOVERNMENT Contracts

The experts plan a new Pentagon (with illus) p64, Aug.1

Pentagon wants engineers to talk price p30, Aug.8

Pentagon cuts: 'The worst is yet to come' (with chart and illus) p84, Sept.12

NASA's reversal will bring on a buying probe p36, Sept.12

A loser's victory helps contractors p74, Oct.3

Subcontractors lash out at the system p96, Oct.31

Contractors may get a break on interest costs p31, Oct.31

Defense contractors will find their burden of paperwork reduced again # p32, Nov.7

Pentagon juggles its contractors (with table) p82, Nov.14

A new yardstick for defense contract profits p32, Nov.28

Submarine construction contracts to be awarded soon # p30, Dec.26

#### GOVERNMENT National Mortgage Assn.

Pumping money into housing (with chart) p66, Sept.26

#### GOVERNMENT Reorganization

A recipe for a new bureaucracy (with illus) p118, Nov.21

#### GRABNER, George J.

Man of the year loses a stripe p17, Aug.8

#### GRAHAM, Fred

How Eatontown took the shutdown (with illus) p18, Aug.15

#### GRAMCO Management, Ltd.

Bonn makes it rough for Gramco (with illus) p84, Oct.10

An adverse tide hits offshore funds (with illus) p50, Oct.17

#### GRAND Bahama Island

Grand Bahama: The big binge is over (with map and illus) p54, Aug.1

#### GRANT, Bess Myerson

Unit pricing takes a fall # p25, July 4

#### GRAPHIC Sciences, Inc.

Faxmail for the nation # p24, Dec.12

#### GRAVES, Earl

Business book for blacks # p32, July 18

#### GREAT BRITAIN

Scotland's bonnie boom in electronics (with illus) p26, July 4

Northern Ireland: Business almost as usual (with illus) p36, July 11

A perilous path for the Tories p87, July 11

Why BOAC's jumbos are white elephants (with illus) p38, July 18

Policy changes balk British investment plans p69, July 18

Britain: Merchant bank merger rocks tradition (with illus) p38, July 18

Readers Report: Anti-London p4, July 25

Britain: Dock strikers deliver a punch (with illus) p26, July 25

Rivals sidetrack a big London merger p26, July 25

Heath's new neighbor (with illus) p30, Aug.1

British face postal hike p51, Aug.1

Singapore: Magnet for eager manufacturers (with illus) p23, Aug.8

British company asks for probe p65, Aug.15

Readers Report: London town p5, Aug.29

Money markets ring out gloom for Britain p55, Sept.5

Britain: A new headliner rocks Fleet Street (with illus) p32, Sept.12

Britain: Builder heaves a brick at apartheid (with illus) p36, Sept.26

Europe: Little airlines that seek new skies (with illus) p22, Oct.3

Can the pound survive strain of Common Market? p77, Oct.10

Britain: Getting at the root of a labor crisis (with illus) p56, Oct.17

North Sea oil: rich find for Britain p78, Oct.24

Smog threat over the Thames (with illus) p58, Oct.24

A Briton wins top spot in the Shell empire (with illus) p40, Oct.24

A conservative move to cut Britain's taxes p73, Oct.31

Britain starts liquidating Labor policy (with illus) p92, Nov.7

An outfit that raises British eyebrows (with illus) p86, Nov.7

A U.S. contract runs Rolls-Royce into trouble p79, Nov.14

Tory incentives turn off U.S. companies p87, Nov.21

British aviation woes put Heath in a flap p87, Nov.21

Britain: A glass dynasty lets some light in (with illus) p28, Nov.28

Britain ready for tough talks with the EEC p71, Dec.5

Britain may clip the wings of its air industry p71, Dec.5

Britain: The law moves in on labor (with illus) p26, Dec.12

Glyn: 'The British' (with illus) p8, Dec.19

How to get along with local partners (with illus) (Special Report) p76, Dec.19

Heath gains in his battle with wage inflation p39, Dec.26

Britain's wish to sell computers to the Russians # p40, Dec.26

#### GREAT Southwest Corp.

The trials of Penn Central's sweetheart (with illus) p46, Oct.17

Great Southwest goes back to the well (with illus) p29, Dec.5

#### GREAT Western United Corp.

A high flier comes back with a thud (with illus) p24, July 25

#### GREENING of America

Readers Report: In defense of motherhood (with illus) p9, Dec.5

#### GREENWICH, Conn.

When companies go suburban (with illus) p58, Dec.12

#### GREETING Cards

Greetings with a 'Soft Touch' # p50, Sept.26

Greeting cards grow in all seasons (with illus) p32, Dec.12

#### GRIMM (W. T.) & Co.

Why they turn to divestiture (with chart) p86, Aug.15

A new team plays the acquisition game (with illus) p22, Dec.5

#### GRINDERS

Grinder gives Norton an edge (with illus) p70, Oct.31

#### GROENLAENDSK, Handel

Glacial highballs # p102, Dec.5

#### GROSPIRON, A. F.

Job hazards hit the bargain table (with illus) p88, Dec.12

#### GROSS National Product

Second-quarter growth may fade with new data p11, July 25

#### # Short News Item

Nixon economists have a policy gap (with chart) p20, Aug.1

Europe thinks the U.S. is steady (with chart and illus) p58, Aug.8

The GNP stays in the doldrums p13, Aug.22

The consensus: a gradual pickup in activity p17, Sept.12

A consensus grows on a pickup toward 1971 p27, Sept.19

Auto strikers take the GNP for a ride (with chart) p18, Oct.3

How it hit its dazzling pace (with chart) (Special Report) p75, Oct.17

Unemployment will stay high p12, Nov.28

An inflation-borne GNP hits the \$1-trillion mark p33, Dec.19

What it will take to underwrite a modest advance p11, Dec.26

#### GROUP of Ten

Finance ministers bend a bit on flexible rates p87, July 11

#### GROVE, David

It all adds up for corporate economists (with illus) p74, Nov.28

#### GROVE, Dr. Donald J.

From the H-bomb: Power without pollution (with illus) p80, Sept.12

#### GROVES, Wallace

Grand Bahama: The big binge is over (with map and illus) p54, Aug.1

#### GROWTH Policy (National)

Nixon's growing interest in a growth policy p30, Sept.5

#### GRUMMAN Corp.

Aerospace tries to pick up the pieces (with cover, chart, table and illus) p48, Dec.12

#### GUENTHER, Thomas

Budding hopes for an upturn (with illus) p18, Aug.1

#### GUIDANCE on Active Leisure

#### See GOAL

#### GUIDEPOST Policy

Calling on Nixon for a guidepost play (with illus) p19, Nov.28

#### GULF & Western Industries

Food for thought # p30, Sept.12

#### GULF Life Holding Co.

Building a fortune on LTV's discards (with illus) p76, Oct.3

#### GULF of Mexico

Oil money for the Gulf # p50, Dec.19

#### GULF Oil Corp.

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

Bolivia will pay Gulf no interest p79, Sept.19

#### GUTHRIE, Robert W.

What hope for New Hope? (with illus) p21, July 25

## H

#### H-Bomb

From the H-bomb: power without pollution (with illus) p80, Sept.12

#### HAACK, Robert W.

Loss protection, but for whom? (with illus) p28, Aug.22

New battles boil up over the trust fund (with illus) p20, Oct.3

The gambling game on Wall Street (with cover, chart and illus) p58, Oct.31

Stripping secrecy from the Big Board (with cover and illus) p70, Nov.28

#### HAAS, Walter A., Jr.

Country pants take over the town (with illus) p50, July 4

Publisher's Memo: Business Week Awards for Business Citizenship (with illus) p5, Sept.19

#### HAGGERTY, Patrick E.

Making a B-school relevant (with cover and illus) p58, Dec.5

#### HAIR Dressing

An outfit that raises British eyebrows (with illus) p86, Nov.7

#### HAIRPIECES (Synthetic)

The heady growth in women's wigs (with illus) p32, Sept.5

#### HALL, D. J.

Greeting cards grow in all seasons (with illus) p32, Dec.12

#### HALLMARK Cards, Inc.

Greeting cards grow in all seasons (with illus) p32, Dec.12

#### HAMILTON Watch Co.

Readers Report: Untimely omission p7, Oct.24

#### HANCOCK (John) Mutual Life Insurance Co.

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

#### HANDICAPPED

Manual for the handicapped # p60, Oct.3

#### HANDLER, Elliot and Ruth

Diversification is Mattel's game (with illus) p32, Jul.25

#### HANIGAN, John L.

Brunswick cuts trouble adrift (with illus) p16, Oct.3

The mood is inflation gray (with illus) p16, Nov.28

#### HANN, Peter

Publisher's Memo: BUSINESS WEEK defined the word and made the term "multinational company" familiar to businessmen p7, Dec.19

#### HANUKKAH Savers Club

Christmas clubs go ecumenical (with illus) p21, Oct.31

#### HARBILL Associates

A take-charge guy in venture capital (with illus) p72, Oct.24

#### HARDER, Howard

CPC: momentum from a foreign affiliate (with illus) (Special Report) p64, Dec.19

#### HARDESTY, C. Howard, Jr.

Oil is taking over the energy business (with table and illus) p54, Nov.7

#### HARNWELL, Dr. Gaylord

New chairman for Penn Central # p25, Aug.29

#### HARRIS, Kerr, Forster & Co.

How your club stacks up financially # p104, Nov.7

#### HARTONG, Hendrick

A take-charge guy in venture capital (with illus) p72, Oct.24

#### HARVARD University

Wanted: superman for college president (with illus) p58, Sept.19

#### HARWICK, Warren J.

The fallout from a 'friendly' merger (with illus) p32, Oct.24



**HASWELL, Anthony**

The passenger's friend (with illus) p30, Aug.1

**HATS**

Stetson heads for the last roundup (with illus) p40, Dec.19

**HATTORI, Shoji**

The fast pace of Japanese cars (with illus) p42, Aug.8

**HAUGEN, Robert A.**

The odds favor the blue chips p88, Oct.10

**HAYAKAWA, S. I.**

Wanted: superman for college president (with illus) p58, Sept.19

**HAYES, Denis**

The ecology fans show their muscle (with illus) p26, Nov.14

**HAZELTON Laboratories**

"Project Sanguine"—a bombproof \$1-billion underground radio communications grid # p38, Nov.21

**HEALTH**

VIP health: a need for sharp vision p73, July 4

The next fight: health insurance p29, July 11

The national health insurance scheme backed by organized labor # p36, July 18

Drug culture: take a look at your office p63, Aug.15

New test may cut emphysema toll (with chart) p88, Sept.12

Executive health: the dangers of a stroke p119, Sept.12

Anti-cholera shots a standard precaution for some American travelers # p82, Oct.3

Closing in on three killers (with illus) p107, Oct.24

A new test for hepatitis # p32, Nov.14

Where cigarette men go after TV (with cover, chart and illus) p64, Nov.21

Not just ulcers # p32, Nov.21

**HEART**

Executive health: the dangers of a stroke p119, Sept.12

Not just ulcers # p32, Nov.21

**HEATERS**

Clearing the air in the orchards p40, July 25

**HECKERT, Richard**

Lighting a fire under the sleeping giant (with illus) p40, Sept.12

**HEDGING**

Hedging against money problems (with chart) p94, Sept.19

**HEIDRICK & Struggles**

Manpower: Portrait of a man who has it made p33, Sept.12

**HEINEMAN, Ben W.**

Can Heineman peddle a deadhead? (with chart and illus) p19, Oct.3

**HEINS, A. James**

The odds favor the blue chips p88, Oct.10

**HEISKELL, Andrew**

Time Inc.: The free-spending days are over (with chart and illus) p52, Aug.8

**HELENA Rubinstein, Inc.**

Face-lift for a cosmetics maker (with illus) p60, Aug.15

**HEMKOEP**

Static in shop-by-phone # p52, Nov.7

**HEPATITIS**

A new test for hepatitis # p32, Nov.14

# Short News Item

**HEWLETT-Packard Co.**

Hewlett-Packard cuts back # p25, July 4

Computers make fertile parents (with illus) p55, Nov.28

**HIJACKING**

Blackmail as a policy instrument (Editorial) p134, Sept.12

The airway war escalates (with illus) p21, Sept.12

Hijacking hostage: insurance rates p39, Sept.19

Stacking up arms as talk runs out (with illus) p38, Sept.19

Middle East: Dealing with the hijackers (with illus) p34, Oct.10

**HILL, Samuel & Co.**

Britain: Merchant bank merger rocks tradition (with illus) p38, July 18

Rivals sidetrack a big London merger p26, July 25

**HILLS, Lee**

Newspapers are money-makers again (with cover, table and illus) p36, Aug.29

**HILTON International**

The worldwide boom in jet-age hotels (with cover, table and illus) p32, Aug.8

**HITACHI, Ltd.**

Here comes Hitachi (with cover and illus) p72, Aug.1

**HITLER, Adolf**

Speer: 'Inside the Third Reich' (with illus) p6, Aug.29

**HO-chi-Minh**

Bloodworth: An Eye for the Dragon (with illus) p12, Oct.17

**HOBSON, John W.**

Madison Avenue goes multinational (with table and illus) (Special Report) p48, Sept.12

**HODGE, Charles J.**

The bizarre case of Executive Jet (with illus) p80, Oct.24

**HODGSON, James D.**

Throttling down the rail crisis (with illus) p78, July 18

A new timetable for the game plan (with illus) p15, July 25

A new pattern for bargaining (with illus) p51, Sept.5

Hard bargaining around the bend (with illus) p25, Nov.14

**HOENEMEYER, Frank J.**

Why big traders worry industry (with cover, chart, table and illus) (Special Report) p52, July 25

**HOERNI, Jean**

Intersil: Upstart with talent (with illus) p70, Sept.12

**HOFFA, James R.**

Teamsters: a study in giantism (with illus) (Special Report) p150, Oct.17

**HOLDING Companies**

Senate loosens reins on banks (with illus) p16, July 11

**HOLIDAY Inns of America**

The worldwide boom in jet-age hotels (with cover, table and illus) p32, Aug.8

**HOLLIDAY, Malcolm**

Appalachia as a developing nation (with map and illus) p46, July 18

**HOLTON, Linwood**

Virginia: a state with a new style (with map and illus) (Special Report) p104, Oct.17

**HOME Abroad, Inc.**

A new cost-conscious list of villas for rent in Europe # p96, Oct.10

**HOME Entertainment Industry**

Home entertainment sales sound sweeter (with illus) p24, July 4

**HOMER, Edwin H.**

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

**HONEYWELL, Inc.**

Honeywell to get Bull-GE # p25, Aug.1

**HONEYWELL Information Systems**

Honeywell tries to make merger work (with cover, chart and illus) p92, Sept.26

**HONG KONG**

Hong Kong: the Orient's allure and its bargains p69, Aug.29

**HOOKER, John Jay, Jr.**

Fried chicken that went into politics (with illus) p37, Sept.19

**HORIZONS Communications**

The fadeout was short-lived (with illus) p102, Oct.10

**HORNER, J. A.**

Shell's \$25-million trip to Houston (with illus) p68, Sept.19

**HOTELS and Motels**

The worldwide boom in jet-age hotels (with cover, table and illus) p32, Aug.8

Reservations World will speed your hotel bookings # p66, Aug.3

A motel room at bargain rates (with illus) p20, Aug.22

Readers Report: The value of smallness p6, Sept.12

A hotel chain rises to rival the giants (with illus) p101, Sept.19

Tracking travel agents # p52, Nov.7

Upper East side: safe haven in Manhattan p57, Dec.26

**HOUSE of Fabrics**

A \$3-billion boom in home sewing (with illus) p56, Oct.3

**HOUSEBOATS**

Where women man the ship (with illus) p80, July 25

**HOUSING**

The pressure builds for open housing (with map) p61, July 11

Cleveland housing puts HUD to the test (with illus) p28, July 18

Prebuilt homes come a long way (with illus) p27, July 18

Atlanta banker with a social conscience (with illus) p34, July 25

Homebuilders think more constructively (with illus) p16, July 25

Housing may soon lean less on its federal crutch p16, Aug.1

Heavy fighting shakes Model Cities (with illus) p65, Aug.1

Breakthrough: up against the wall p62, Aug.8

Lefrak goes to the ghetto (with illus) p28, Aug.15

Ford's change of mind # p23, Aug.22

Better flow of mortgage money aids housing p14, Aug.22

Money for housing # p33, Sept.26

Outlook brightens for housing p21, Sept.26

Pumping money into housing (with chart) p66, Sept.26

Levitt homes in Japan # p33, Oct.10

Housing stocks raise the roof (with table) p92, Oct.24

The prospects for housing are brightening p26, Oct.24

Figures confirm improvement in homebuilding p14, Nov.7

Breakthrough's progress is slow (with illus) p86, Nov.14

A new industry looks at itself p88, Nov.14

Housing is building toward big volume p20, Nov.21

Housing scene: buyers get a better break p105, Nov.21

U. S. team advises Russians on quality in housing p66, Nov.28

Homebuilding shifts into high gear p12, Dec.26

The superbuilders move into housing (with cover, chart and illus) p50, Dec.26

**HOUSTON, Tex.**

Shell's \$25-million trip to Houston (with illus) p68, Sept.19

**HOW Advertising Works in Today's Marketplace**

How it pays to advertise # p103, Nov.14

**HOW Modern is American Industry**

More spending to automate (with table) p54, Nov.28

**HUGHES, Howard R.**

Howard Hughes meets tight money (with illus) p20, Dec.12

**HUGHES, John F.**

Confounding the semiconductor industry (with illus) p44, Nov.21

**HUGHES Tool Co.**

Howard Hughes meets tight money (with illus) p20, Dec.12

**HULL, Raymond**

Peter F. Drucker: Court jesters to business (with illus) p8, Sept.5

**HUMBLE Oil & Refining Co.**

The refinery blast that rocked Humble (with illus) p17, Dec.12

**HUMPHREY, Hubert H.**

Readers Report: To HHH p5, July 11

**HUMPHREYS, Arthur**

Europe: New allies enter the computer wars (with illus) p34, Nov.21

**HUNT, Don**

Readers Report: The wild game (with illus) p5, July 11

**HUNT-Wesson Foods**

Computer aid for kitchens # p23, Aug.22

**HUNTER Associates Laboratory, Inc.**

The products of a psychedelic age (with illus) p82, Aug.1

**HUNTER, Richard**

The products of a psychedelic age (with illus) p82, Aug.1

**HUNTING**

Upbeat hunting season ahead p98, Sept.19

**HUNTLEY, Chet**

The fadeout was short-lived (with illus) p102, Oct.10

**HUSSEIN, King**

Nasser's death haunts U. S. oilmen (with illus) p15, Oct.3

**HYATT Corp.**

A hotel chain rises to rival the giants (with illus) p101, Sept.19

# Short News Item

**HYFIL**

A U. S. contract runs Rolls-Royce into trouble p79, Nov.14

**I****IBM World Trade Corp.**

The man who makes it one world for IBM (with cover, chart and illus) p90, July 18

**INBEX**

See Industrialized Building Exposition & Congress

**IACOCCA, Lee A.**

How Iacocca won the big one (with illus) p38, Dec.19

**ICE Cubes (Greenland Glaciers)**

Glacial highballs # p102, Dec.5

**INCINERATORS**

Melting waste into 'urban ore' p98, July 25

In the dumps over garbage (with illus) p62, Sept.12

Readers Report: Talk of trash p6, Nov.7

**INCOMES**

Layoffs start to take their toll (with table) p82, July 4

The consumer lends a hand p11, July 25

A few signs point up (with table) p74, Aug.8

Signs of trouble at the end of the slide (with table) p52, Sept.5

Wages rise, but jobs are mired (with table) p90, Oct.3

The synergy that made America grow (with chart and illus) p68, Oct.17

Wages reflect the slow pace (with table) p61, Nov.7

A record low for wage gains (with table) p80, Dec.5

Income gains will bolster sales p34, Dec.19

**INCOMES Policy**

Talk about incomes policy reemerges p37, Nov.14

Calling on Nixon for a guidepost play (with illus) p19, Nov.28

Why pressure mounts for an incomes policy (Editorial) p94, Nov.28

An incomes policy to guide a program of expansion (Editorial) p92, Dec.12

A new ingredient in the pot: incomes policy p11, Dec.12

**INDEPENDENT Unions**

See also AFL-CIO; Labor; Wages; Dept. of Labor; National Labor Relations Board

On the long, rocky road to an auto contract (with table) p60, Aug.1

The UAW makes ready # p23, Aug.15

Detroit stalemate: a blow for recovery (with cover and illus) p30, Sept.19

Hoffa's stand-in likes the title role (with illus) p109, Sept.19

The GM strikers' mood is militant (with illus) p26, Sept.26

Farm equipment talks bog down p70, Oct.3

Back to the big table (with illus) p24, Oct.10

Teamsters: a study in giantism (with illus) (Special Report) p150, Oct.17

Local 22 shows how it's done (with illus) p88, Oct.24

GM's strike is not just a GE rerun (with illus) p31, Oct.24

The UAW: Getting poorer and tougher (with illus) p75, Oct.31

Uniting the miners # p110, Nov.14

The cost of getting rolling again (with illus) p22, Nov.14

**INDIANAPOLIS, Ind.**

A brash mayor stirs Indianapolis (with illus) p84, Oct.3

**INDIANS (American)**

Managing cash the tribal way (with illus) p26, Dec.26

**INDOCHINA**

The peace plan: Nixon offers more flexibility p39, Oct.10

**INDONESIA**

Indonesia: Copper entices Freeport Sulphur (with illus) p29, Nov.28

**INDUCTION Torch**

Plasma: the lab toy that grew up (with illus) p74, Aug.22

**INDUSTRIAL Management**

Mighty GM faces its critics (with cover, chart and illus) p72, July 11

Readers Report: Blame where due p4, July 25

Tonka learns not to toy with success (with illus) p38, Aug.1

Peter F. Drucker: Court jesters to business (with illus) p8, Sept.5

Lighting a fire under the sleeping giant (with illus) p40, Sept.12

Shell's \$25-million trip to Houston (with illus) p68, Sept.19

Church and office bridge a gap p52, Sept.26

Second thoughts on 'office of the president' (with illus) p42, Oct.3

Business says it can handle bigness (with illus) (Special Report) p108, Oct.17

It takes more than a banker to run a bank (with illus) p38, Nov.7

Measuring how office workers work (with illus) p54, Nov.14

Where the British deputy shows the way (with illus) p78, Nov.28

Making a B-school relevant (with cover and illus) p58, Dec.5

Readers Report: Management strike p4, Dec.12

How to get along with local partners (with illus) (Special Report) p76, Dec.19

**INDUSTRIAL Production**

GM strike clouds near-term picture p27, Sept.19

The synergy that made America grow (with chart and illus) p68, Oct.17

The GM strike is no scapegoat for sluggishness p25, Oct.24

Production index zapped by autos p20, Nov.21

**INDUSTRIALIZED Building Exposition & Congress**

A new industry looks at itself p88, Nov.14

**INFLATION**

A setback in the war on inflation (with illus) p14, July 11

The inflation spiral gets another spin (Editorial) p116, July 11

Warming up the first inflation alert (with illus) p29, July 18

The first faint signs of optimism (with illus) p14, July 25

OECD projects a slowdown in inflation p51, Aug.1

How fast should money grow? (with illus) p59, Aug.8

Productivity group sticks to productivity (with illus) p74, Aug.15

The CEA sounds a muted alert (with chart) p75, Aug.15

An excess of modesty (Editorial) p94, Aug.15

Japan feels the squeeze of inflation p53, Aug.22

Democrats plan their own 'inflation alert' p31, Aug.22

What makes prices rise? (with chart) p122, Sept.19

The fight is not over (Editorial) p114, Oct.10

Vietnam: Inflation remains a tenacious enemy p40, Oct.24

Business questions the game plan (with illus) p28, Oct.24

The Council of Economic Advisers is quietly at work on another inflation alert # p32, Oct.31

The game plan goes on in slow motion (with illus) p94, Oct.31

What comes first, inflation or unemployment? p20, Nov.14

A tougher tack on inflationary hikes (with illus) p23, Nov.21

The OECD's bitter medicine for inflation (with chart) p92, Nov.21

Calling on Nixon for a guidepost play (with illus) p19, Nov.28

Plain talk on inflation (Editorial) p104, Dec.5

Nixon is shifting to a harder-hitting game (with illus) p14, Dec.12

Congress plays inflationary politics (Editorial) p41, Dec.19

Readers Report: To cure inflation p4, Dec.26

#### INFLATION Alert

Tough talk, and tougher to come (with chart) p26, Dec.5

#### INGALLS East Div.

A red carpet for blue collars p76, Aug.15

#### INLAND Waterways

The waterway that couldn't be done (with map and illus) p124, Sept.12

#### INNOCENTI

Italy: Innocenti decides not to press on p39, July 18

Readers Report: Innocenti innocent p5, Aug.22

#### INPUT-Output

Input-output data may put down some merger plans p40, Sept.26

#### INSECTICIDES

Hope rises for DDT # p32, July 18

#### INSTALLMENT Selling

Consumers put a dent in old debts p18, Sept.12

Consumers are unwilling to extend their debt p22, Oct.10

Consumers are reluctant to go into debt p12, Dec.12

#### INSTITUTE for New Motivations

Kicking the habit on the high seas (with illus) p31, Sept.26

#### INSTITUTE of Paralegal Training

Legal aides for busy lawyers (with illus) p62, Dec.26

#### INSTITUTIONAL Investors

Why big traders worry industry (with cover, chart, table and illus) (Special Report) p52, July 25

#### INSURANCE

The next fight: health insurance p29, July 11

The national health insurance scheme backed by organized labor # p36, July 18

Readers Report: Accident insurance p5, July 25

#### # Short News Item

To probe Blue Cross and Blue Shield policies # p34, Aug.1

Finding fault with 'no fault' rates p24, Aug.29

Hijacking hostage: insurance rates p39, Sept.19

Lawmakers write insurance reform p32, Sept.19

Service with a sparkle # p39, Sept.19

How insurance protects the air traveler p108, Sept.26

Wife insurance: How it fits your estate plan p95, Oct.24

Crisis in insurance (Editorial) p114, Nov.7

You can't buy the insurance you need (with cover, chart and illus) p64, Nov.7

Playing the self-insurance game p65, Nov.7

Insurance men stick to their funds (with chart and table) p72, Nov.21

When an executive buys a "disability income benefit" policy # p84, Nov.28

Readers Report: What's wrong in insurance p9, Dec.5

Who will pay for the burned-out 747? (with illus) p64, Dec.5

#### INSURANCE Holding Co.

Building a fortune on LTV's discards (with illus) p76, Oct.3

#### INTEGRATED Circuits

Confounding the semiconductor industry (with illus) p44, Nov.21

A squeeze play yields a computer (with illus) p49, Nov.21

GE is unreeling new circuits (with illus) p22, Dec.12

Knowhow jumps the language barrier (with illus) (Special Report) p120, Dec.19

#### INTEL Corp.

Why cores could become just a memory (with illus) p60, Dec.26

#### INTEREST Rates

The bond market: a patch of blue (with chart) p15, July 11

Will the Fed now follow the banks? (with chart) p32, Sept.26

The bottomless pit of capital demand (with chart and illus) (Special Report) p158, Oct.17

It wants still lower interest rates p19, Nov.21

Long-term rates finally crack under the slow-down p11, Nov.28

The markets dance to the new Fed tune (with chart) p17, Nov.28

#### INTERMODAL Operation

A trucker takes to the sea and air (with cover and illus) p44, Oct.3

#### INTERNAL Revenue Service

Tax withholding speedup will reduce the deficit p29, Oct.3

The loopholes hidden in tax reform p50, Nov.28

#### INTERNATIONAL American Development Bank

Foreign aid enters a new phase p52, Aug.1

#### INTERNATIONAL Brotherhood of Teamsters

A setback in the war on inflation (with illus) p14, July 11

Hoffa's stand-in likes the title role (with illus) p109, Sept.19

Teamsters: a study in giantism (with illus) (Special Report) p150, Oct.17

Labor starts to mend a divided house (with illus) p17, Oct.31

#### INTERNATIONAL Business Machines Corp.

Readers Report: Undeserved reputation p4, July 4

IBM's new line confirms the rumors (with illus) p21, July 4

Readers Report: The thinking giant p6, July 18

The man who makes it one world for IBM (with cover, chart and illus) p90, July 18

IBM programs another winner p19, Aug.22

IBM clears the way for the big cases p19, Sept.5

Readers Report: Multinational dilemma p6, Sept.26

IBM's surprising new computer p31, Sept.26

TWA books space on the IBM system p88, Oct.31

Learson pro tem at IBM # p32, Dec.5

Why cores could become just a memory (with illus) p60, Dec.26

#### INTERNATIONAL Center for High-Quality Scrap (INCH)

Better scrap comes in from the cold (with illus) p54, Oct.31

#### INTERNATIONAL Computers, Ltd.

Britain's wish to sell computers to the Russians # p40, Dec.26

#### INTERNATIONAL Controls Corp.

A dark horse in the IOS derby (with illus) p23, Aug.29

Helping hand for IOS # p30, Sept.12

#### INTERNATIONAL Data

Europe: New allies enter the computer wars (with illus) p34, Nov.21

#### INTERNATIONAL Development Corp.

Cutting up the package p80, Sept.19

#### INTERNATIONAL Development Institute

Cutting up the package p80, Sept.19

#### INTERNATIONAL Labor Organization

Meany denounces the ILO # p80, Aug.15

#### INTERNATIONAL Monetary Fund

Finance ministers bend a bit on flexible rates p87, July 11

No time to relax (Editorial) p124, Sept.19

IMF may bend a bit on flexible rates p35, Sept.19

#### INTERNATIONAL Overseas Services, Ltd.

An adverse tide hits offshore funds (with illus) p50, Oct.17

#### INTERNATIONAL Telephone & Telegraph Corp.

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

Communication gap # p26, Nov.28

The superbuilders move into housing (with cover, chart and illus) p50, Dec.26

#### INTERSIL, Inc.

A fast switch in semiconductors (with illus) p16, Sept.5

Intersil: Upstart with talent (with illus) p70, Sept.12

#### INVENTORIES

Factory sales, inventories look brighter p11, July 4

Inventory growth is slowing p18, July 18

Industry holds inventories to a low profile p11, Aug.8

Inventory ratios are somewhat high at present p18, Sept.12

Stocks are rising despite slow pace of output p28, Sept.19

Manufacturers step up pace of stockbuilding p12, Dec.12



Inventory charts scrambled by the auto strike p33, Dec.19

#### INVESTMENT Tax Credit

How to revive capital spending (with chart) p58, Aug.22

#### INVESTMENTS

Investments: How to manage your portfolio p105, July 11

Bower: 'Managing Resource Allocation' (with illus) p6, Sept.19

#### Foreign in U.S.

Foreign money eyes Wall Street once more p77, Oct.24

#### U.S. Abroad

Sharp responses to the growing "defi American" p55, July 4

The company that nurtures Latin business (with table and illus) p64, July 11

Taiwan: A base for U.S. companies (with illus) p38, July 11

Policy changes balk British investment plans p69, July 18

Investments: U.S. companies keep up pace (with table) p24, Aug.15

France: Foreign investors feel new warmth (with illus) p23, Sept.5

Dispute holds up foreign investment p30, Oct.3

Doing well by doing good p74, Oct.31

Tory incentives turn off U.S. companies p87, Nov.21

State Dept. moves to rescue overseas holdings p72, Dec.5

Making Ricardo's prophecy come true (with chart and illus) (Special Report) p60, Dec.19

#### INVESTORS Overseas Services, Ltd.

IOS: Back from the impossible dream (with illus) p68, July 4

Cornfeld's new bid for a comeback (with illus) p19, Aug.1

A dark horse in the IOS derby (with illus) p23, Aug.29

A toehold for Cornfeld # p20, Sept.5

Helping hand for IOS # p30, Sept.12

King Resources shrinks to survive (with illus) p33, Oct.24

#### IONARC Smelters, Ltd.

Plasma: the lab toy that grew up (with illus) p74, Aug.22

#### IRELAND

Northern Ireland: Business almost as usual (with illus) p36, July 11

Eire: Lots of checks, but no balances (with illus) p26, Aug.22

Readers Report: Discrimination in Ulster p4, Nov.28

#### ISLAND Creek Coal Co.

Down to the mine in space suits (with illus) p83, Dec.12

#### ISRAEL

Firepower grows in the tinderbox (with table) p72, July 18

If diplomacy fails, Nixon will sell more jets to Israel p70, July 18

Stacking up arms as talk runs out (with illus) p38, Sept.19

#### ITALIAN-Americans

New York Italians protest (with illus) # p25, July 4

#### ITALY

Italy feels the pinch of inflation p56, July 4

Forcing the issue in Italy p88, July 11

# Short News Item

Italy: Innocenti decides not to press on p39, July 18

Italy: An economy on the edge of a volcano (with chart) p22, Aug.8

Readers Report: Roman way p4, Aug.29

Italy: GE turns cool to a state partner (with illus) p23, Oct.3

Italy: More state control over Montedison (with illus) p28, Oct.31

Italy: 'Daylighting' hits Fiat production p35, Nov.14

## J

#### JACKSON, Earl

A bird that hoots if drivers doze p53, July 4

#### JAMAICA

"Jamaica rum is very fine. It gets to you . . . in half the time" p82, Dec.12

#### JAMES, George

A grim diagnosis for medical schools (with illus) p82, July 25

#### JAPAN

Japan's trade grab (Editorial) p84, July 4

Tokyo monorail wins its comeback fight (with illus) p56, July 11

Europeans may press for new textile talks p71, July 25

Japan: The frantic race for a leisurely life (with illus) p28, Aug.1

Here comes Hitachi (with cover and illus) p72, Aug.1

The fast pace of Japanese cars (with illus) p42, Aug.8

Chrysler import plan runs into the money squeeze p66, Aug.15

Japan feels the squeeze of inflation p53, Aug.22

Wage boom busts Japan's small business (with illus) p44, Aug.22

Japan relaxes curbs on trade and investment p52, Aug.29

Japanese send up a trade war smoke screen p51, Aug.29

Moving images a Japanese way (with illus) p30, Aug.29

The Congo: Enter the quiet Japanese on the run (with illus) p22, Sept.5

Madison Avenue goes multinational (with table and illus) (Special Report) p48, Sept.12

Handbook of cheer from Matsushita (with illus) p26, Sept.12

Japan moves to soothe U.S. protectionists p89, Sept.26

Why watchmakers are all wound up (with table and illus) p86, Oct.3

Backing Sato to ease the strain with the U.S. p64, Oct.3

Japanese banks flex their muscle (with table and illus) p44, Oct.10

Levitt homes in Japan # p33, Oct.10

Last-ditch bids to avert a trade war p78, Oct.24

Japan: A hill of beans leads to a scandal p29, Oct.31

Industrial slump pulls down Japan's growth rate p74, Oct.31

Rivals have thrived during the GM strike (with illus) p23, Nov.14

Japan: Britannica rues a wave of zeal p34, Nov.21

Japan masses computer forces to compete p88, Nov.21

Kahn: 'The Emerging Japanese Superstate' (with illus) p10, Dec.5

Toland: 'The Rising Sun' (with illus) p10, Dec.5

The Japanese set sail for New York (with illus) p32, Dec.26

Japan's Sato jawbones his labor force p40, Dec.26

#### JAVITS, Jacob K.

Dispute holds up foreign investment p30, Oct.3

#### JEANS West

Country pants take over the town (with illus) p50, July 4

#### JENCKS, Richard W.

How CBS copes with TV pressures (with cover and illus) p58, July 4

#### JENNETTE, Richard

The gambling game on Wall Street (with cover, chart and illus) p58, Oct.31

#### JEUNE Afrique

Telling it to Africa (with illus) p84, Oct.31

Readers Report: Fractured French (with illus) p5, Nov.21

#### JEWEL Food Stores

Unit pricing chalks up some surprises (with illus) p80, Oct.31

#### JEWELRY

Baubles, bangles and beads for Christmas p81, Dec.12

#### JICARILLA Apache Tribe

Managing cash the tribal way (with illus) p26, Dec.26

#### JOBS-70

Profit pinch helps the JOBS program p29, Oct.3

#### JOHNSON, Nicholas

How Commissioner Johnson bugs Ma Bell (with illus) p63, Nov.14

#### JOINT Ventures

U.S. eyes joint ventures with Eastern Europe p69, July 18

#### JONAS, Norman

Publishers memo: A panel of Business Week editors appears before business groups to answer questions about the economic outlook (with illus) p5, Oct.17

#### JONES & Laughlin Steel Corp.

At J&L, the auto strike hurts (with illus) p27, Oct.10

#### JONES, Gilbert

The man who makes it one world for IBM (with cover, chart and illus) p90, July 18

#### JORDAN

Firepower grows in the tinderbox (with table) p72, July 18

#### JOURNALISM

Lippman: "Early Writings" (with illus) p6, July 11

#### JUNK

See Refuse

## K

#### K & S Industries, Inc.

Something for a good skate # p102, Dec.5

#### K Mart Discount Department Stores

How Kresge became top discounteer (with cover, chart and illus) p62, Oct.24

#### KANSAS City, Kan.

Kansas City building again # p30, Sept.12

**KANSAS City, Mo.**

A strike lays low an arena (with illus) p50, Oct.10

**KARCH, George**

Why big traders worry industry (with cover, chart, table and illus) (Special Report) p52, July 25

**KASSEL, Robert**

Promoters spar for All's next bout p21, Dec.12

**KATAYAMA, Yutaka**

The fast pace of Japanese cars (with illus) p42, Aug.8

**KEARBY, Robert W.**

A practical way to get involved (with illus) p80, Nov.28

**KEATING, Tom**

Rozelle referees a strike settlement (with illus) p19, Aug.8

**KECK, George E.**

Warming up the first inflation alert (with illus) p29, July 18

A dogfight downs United's top man (with illus) p16, Dec.26

**KEEBLER Co.**

Readers Report: Second look p5, Aug.29

**KEENE Corp.**

A conglomerate bucks a trend (with illus) p110, July 11

**KEITH, Sir Kenneth**

Britain: Merchant bank merger rocks tradition (with illus) p38, July 18

**KELDYSH, Mstislav V.**

Launching joint ventures in space (with illus) p86, July 25

**KELLER, Ernst**

The company that nurtures Latin business (with table and illus) p64, July 11

**KENNEDY, David M.**

A new timetable for the game plan (with illus) p15, July 25

Nixon's new faces for 1971 p37, Nov.21

The battles that Connally will face (with illus) p36, Dec.19

**KENNEDY Family**

Montgomery: 'Hail to the Chiefs' p10, Oct.31

**KENNEDY, Ralph**

A head for the NLRB # p25, Aug.29

NLRB appointee rankles labor p70, Sept.26

**KENNEDY, Tom**

A TV package nobody pays for (with illus) p80, Aug.1

**KENNY, B., Jr.**

Discounting: a food chain reaction (with illus) p44, Sept.26

**KENTUCKY**

Appalachia as a developing nation (with map and illus) p46, July 18

**KERR, James R.**

Avco: Diversified and still waiting (with table and illus) p78, Aug.29

**KIDDE (Walter) & Co.**

Kidde's seagoing days are over (with illus) p29, Nov.21

**KING Broadcasting Co.**

Goodbye Seattle # p71, Oct.24

**KING Resources Co.**

A rescuer's SOS # p24, July 25

# Short News Item

King Resources shrinks to survive (with illus) p33, Oct.24

**KINNEY National Service, Inc.**

Simon & Schuster signs up # p26, Nov.7

**KINNEY, S. M., Jr.**

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

**KIRCHER, Donald P.**

Second thoughts on 'office of the president' (with illus) p42, Oct.3

**KIRKPATRICK, Miles W.**

A logical choice to head the FTC p21, Aug.15

A beefed-up FTC gets down to work p50, Oct.17

**KISS, Zoltan J.**

Making displays easier to read (with illus) p49, Nov.21

**KISSINGER, Henry A.**

Kissinger holds the purse strings for the Pentagon p30, Dec.12

**KLEINER, Bell & Co.**

A hot-shot broker makes a cold exit (with illus) p19, Aug.29

**KLEINER, Burt S.**

A hot-shot broker makes a cold exit (with illus) p19, Aug.29

**KNAPP Commission**

Tough vs. moderate cops (with illus) p38, Dec.12

**KNIEP, Walter**

CPC: momentum from a foreign affiliate (with illus) (Special Report) p64, Dec.19

**KNIGHT, John and James**

Newspapers are money-makers again (with cover, table and illus) p36, Aug.29

Readers Report: The brothers Knight (with illus) p7, Sept.12

**KNIGHT Newspapers, Inc.**

Newspapers are money-makers again (with cover, table and illus) p36, Aug.29

**KNUDSEN, Semon E.**

The real-life drama at General Dynamics (with illus) p17, July 11

Knudsen finds a home on wheels (with illus) p94, Nov.14

**KOHN, Harold**

Zambia: A friendly takeover in the Copperbelt (with map) p24, Aug.22

**KOLIN, Oscar**

Face-lift for a cosmetics maker (with illus) p60, Aug.15

**KOLLMORGEN Corp.**

The products of a psychedelic age (with illus) p82, Aug.1

**KOMAI, Kenichiro**

Here comes Hitachi (with cover and illus) p72, Aug.1

**KOREA**

Will the M-16 be made in Korea? (with illus) p116, Oct.24

**KRATE Skates**

Something for a good skate # p102, Dec.5

**KRAUSS Maffei**

West Germany: Leopard tanks roll up sales p23, Oct.3

**KRESGE (S. S.) Co.**

How Kresge became top discounter (with cover, chart and illus) p62, Oct.24

**KROGER, William**

Publishers Memo: For 17 years we have maintained a full time news bureau in Detroit (with illus) p7, Aug.15

**KULEK, Sidney**

Pumping money out of the sea (with illus) p54, July 11

**KUSHNICK, Jerrold H.**

Rock festivals: groovy, but no gravy (with illus) p20, Aug.8

**KUZNETS, Simon**

How it hit its dazzling pace (with chart) (Special Report) p75, Oct.17

**KVAMME, Floyd**

Confounding the semiconductor industry (with illus) p44, Nov.21

**L****LABELING**

A code to end labeling mixups (with illus) p53, July 4

**LABOR**

Canadians slash at wage restraint (with illus) p34, July 4

A setback in the war on inflation (with illus) p14, July 11

A broader roof over building talks p80, July 11

UAW sees peril in foreign parts (with illus) p80, July 11

The slump hits union coffers p79, July 18

Early start on 1972: labor for Bayh p29, Aug.8

Critics slice at NLRB power (with illus) p61, Aug.8

Rozelle referees a strike settlement (with illus) p19, Aug.8

The ALA lowers its sights # p80, Aug.15

Meany denounces the ILO # p80, Aug.15

Both sides talk tough in Detroit (with table) p16, Aug.22

Wage boom busts Japan's small business (with illus) p44, Aug.22

Nixon is stepping up his pitch for blue-collar support # p34, Aug.29

Unions aim for the blue-collar vote (with illus) p48, Sept.5

A new pattern for bargaining (with illus) p51, Sept.5

Readers Report: Unions, too p6, Sept.26

The unions keep winning more p50, Oct.10

Britain: Getting at the root of a labor crisis (with illus) p56, Oct.17

Unions face a management problem (with illus) (Special Report) p138, Oct.17

The fight to keep labor Democratic (with illus) p42, Oct.17

Labor's attitude has not softened p13, Oct.31

Labor starts to mend a divided house (with illus) p17, Oct.31

Uniting the miners # p110, Nov.14

Coke's migrants get a new deal (with illus) p109, Nov.14

Tough talk, and tougher to come (with chart) p26, Dec.5

Getting set for dock talks # p90, Dec.12

Why the unions fear the multinationals (with illus) (Special Report) p94, Dec.19

Dealing with labor around the globe (Special Report) p98, Dec.19

**Strikes**

A striking pose (with illus) p30, July 18

Detroit stalemate: a blow for recovery (with cover and illus) p30, Sept.19

The GM strikers' mood is militant (with illus) p26, Sept.26

General Motors strike is in for a long haul # p40, Oct.10

A strike lays low an arena (with illus) p50, Oct.10

Auto talks fail to melt the ice p43, Oct.17

The GM strike topples the uneasy balance p39, Oct.17

GM's strike is not just a GE rerun (with illus) p31, Oct.24

Local 22 shows how it's done (with illus) p88, Oct.24

The auto strike is also upsetting the indicators p13, Oct.31

Strike delays model change # p26, Oct.31

Payless paydays take their toll (with illus) p19, Nov.7

Glimmers of light in GM blackout p18, Nov.7

#### LABOR Commentary

Commentary: Labor can't find young leaders p78, Oct.31

#### LABOR-Management Relations

The architect of rail peace (with illus) p114, Sept.12

#### LABORATORIES

College war labs wear camouflage (with table and illus) p36, Oct.3

#### LABRADOR

Reserve power for the East (with map) p92, Oct.10

#### LADCO Chemical Products Co.

A race to clean up without pollution p21, Aug.29

#### LAIRD, Melvin R.

Laird finds a salesman for arms aid p44, Oct.24

Less for hardware (with illus) p52, Dec.12

#### LAMOND, Pierre P.

Confounding the semiconductor industry (with illus) p44, Nov.21

#### LAND

Readers Report: Land 'buyer's market' p4, Aug.1

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

Corporate life was not for him (with illus) p116, Sept.26

#### LANE, Mills B.

Atlanta banker with a social conscience (with illus) p34, July 25

Readers Report: Bread on the waters p4, Aug.22

#### LANG, A. Scheffer

Transportation needs an overhaul (with cover and illus) (Special Report) p68, Nov.14

#### LARRY, R. Heath

Warming up the first inflation alert (with illus) p29, July 18

#### LASHER, E. C. R.

Fighting off Flying Tiger (with illus) p19, Aug.15

#### LASSITER, O. F.

The bizarre case of Executive Jet (with illus) p80, Oct.24

#### LATIN America

The company that nurtures Latin business (with table and illus) p64, July 11

Latin America: Where smuggling is accepted (with map) p24, Aug.15

# Short News Item

Latins seek more from business (with cover, chart and illus) p104, Sept.12

A spell of 'studied neglect' p102, Sept.12

Andean Pact splits over foreign investment policy p64, Dec.12

#### LATOUR, Wallace C.

What ties Perot to Wall Street (with illus) p78, Dec.5

#### LAVER, Rod

Tennis joins the big-business set (with illus) p56, Aug.29

#### LAWNS

Lawn care: beware the August sun p84, Aug.15

#### LAWYERS

Europe: Law firms go multinational (with illus) p36, July 11

#### LAWYERS-for-the-Poor

Shifting Lawyers-for-the-Poor to another agency # p38, Dec.5

#### LAYTON, Le Roy

CPAs finally agree on a merger rule (with illus) p23, July 4

#### LAZELL, Henry G.

An outfit that raises British eyebrows (with illus) p96, Nov.7

#### LE VINES, Irene

Teacher shortage turns into a surplus (with illus) p18, Aug.22

#### LEAD

Nonferrous prices start to corrode (with chart) p21, July 18

No-lead or low-lead, new gas goes slow (with table) p21, Aug.29

Softness in nonferrous metals prices p12, Oct.3

How to test the new low-lead gasoline p104, Nov.7

#### LEAGUE of Conservation Voters

The ecology fans show their muscle (with illus) p26, Nov.14

#### LEARSON, T. Vincent

Learson pro tem at IBM # p32, Dec.5

#### LEASCO Data Processing Equipment Corp.

Finis for Pergamon battle # p32, Nov.21

#### LEASING

Nixon orders more oil (with map) p16, Dec.12

#### LEFRAK, Samuel J.

Lefrak goes to the ghetto (with illus) p28, Aug.15

#### LEGAL Aides

Legal aides for busy lawyers (with illus) p62, Dec.26

#### LEISURE

Japan: The frantic race for a leisurely life (with illus) p28, Aug.1

Leisure by the numbers # p71, Oct.24

#### LETTUCE Pickers

Readers Report: Lettuce pickers p7, Oct.10

#### LEVI Strauss & Co.

Country pants take over the town (with illus) p50, July 4

#### LEVITT & Sons

Levitt homes in Japan # p33, Oct.10

The superbidders move into housing (with cover, chart and illus) p50, Dec.26

How Levitt lives with a conglomerate (with illus) p52, Dec.26

#### LEWIS, David S.

General Dynamics finds a new boss (with illus) p33, Oct.24

#### LEWIS, Ephraim A.

Book Review p6, Dec.26

#### LEWIS, Roger

The real-life drama at General Dynamics (with illus) p17, July 11

#### L'EXPANSION

Europe: Who's raking in the money (with table) p56, Oct.17

#### L'EXPRESS

Readers Report: Sans rancune p6, Oct.10

#### LIBBEY-Owens-Ford Co.

In defense of women # p24, July 25

#### LIBBY, McNeill & Libby

Adventures in frozen dinners # p50, Sept.26

#### LIBYA

Nationalization fear faces oilmen in Libya p56, July 4

#### LICENSING

Knowhow jumps the language barrier (with illus) (Special Report) p120, Dec.19

#### LICHTENSTEIN, Roy

Can Westinghouse live with Lichtenstein? p27, Sept.26

#### LIEBERMAN, Dr. Jack

New test may cut emphysema toll (with chart) p88, Sept.12

#### LIEBERMAN, Leonard

Discounting: a food chain reaction (with illus) p44, Sept.26

#### LIEBERSON, Goddard

How CBS copes with TV pressures (with cover and illus) p58, July 4

#### LIFE Technology, Inc.

A bird that hoots if drivers doze p53, July 4

#### LIGGETT & Myers, Inc.

Where cigarette men go after TV (with cover, chart and illus) p64, Nov.21

#### LILIENTHAL, David

Doing well by doing good p74, Oct.31

#### LILLY (El) & Co.

The duel over Elizabeth Arden (with illus) p48, Oct.17

Closing in on three killers (with illus) p107, Oct.24

A courtship goes to court # p38, Oct.24

#### LINCOLN, George A.

Fuel oil users feel the drought (with illus) p21, Aug.22

A tougher tack on inflationary hikes (with illus) p23, Nov.21

#### LINDBERGH, Charles A.

Lindbergh: 'The Wartime Journals' (with illus) p8, Sept.26

#### LINDE, O. G.

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

#### LINDSAY, John V.

The 1972 Democratic Presidential nomination # p32, Aug.15

#### LING, James J.

A creditor's grip on Ling and LTV p54, Oct.17

A battered Ling tries a comeback (with illus) p23, Dec.5

#### LING-Temco-Vought, Inc.

A tough pilot takes the stick at LTV (with illus) p26, July 18

Building a fortune on LTV's discards (with illus) p76, Oct.3



A creditor's grip on Ling and LTV p54, Oct.17

A battered Ling tries a comeback (with illus) p23, Dec.5

LTV recounts its many ills (with illus) p42, Dec.19

#### LINKLETTER, Art

Why outside directors need to direct (with illus) p76, July 4

#### LIQUID Crystals

Making displays easier to read (with illus) p49, Nov.21

#### LIQUIDATION

Using liquidation as a strategy p34, Oct.3

#### LIQUOR

A pleasant patio party entry at the Treadway Inn # p90, July 25

In favor of the Harvey Wallbanger # p84, Aug.15

At the Peninsula Golf & Country Club, San Mateo, Calif., golfers quaff this concoction # p72, Aug.22

Would-be seafarers quaff Tropical Grog p74, Sept.5

Warding off the chills p154, Oct.17

A pleasant mix justifiably called the "perfect rob roy" # p104, Nov.7

Texans take a shot at state's bar ban p28, Nov.14

For a New Year's punch bowl party # p58, Dec.26

#### LITTON Industries, Inc.

How to run a really tight ship (with illus) p26, July 11

A red carpet for blue collars p76, Aug.15

Censorship by SEC (Editorial) p68, Dec.26

#### LIVINGSTON, Frederick

The fireman's job runs out of steam (with illus) p76, Aug.15

#### LLOYD'S of London

Hijacking hostage: insurance rates p39, Sept.19

Service with a sparkle # p39, Sept.19

Who will pay for the burned-out 747? (with illus) p64, Dec.5

#### LOANS

No more waiting at the loan window (with chart) p26, Oct.3

Wicket window: where the borrower stands p90, Dec.5

Banks unglue consumer loan rates p16, Dec.12

#### LOCKHEED Aircraft Corp.

Lockheed seeks a place to land (with illus) p23, July 11

Airbus is ready, but the airlines are not (with table) p80, July 18

Readers Report: Silver lining p7, July 18

Blueprint to keep the C-5A going p19, Aug.29

Lockheed airbus revs up # p20, Sept.5

Lockheed gains some financial lift p36, Sept.19

#### LOCKTON, David B.

Auto racing: Here comes the California 500 (with illus) p70, Sept.5

#### LOMAS & Nettleton Financial Corp.

A master builder of real estate deals (with chart) p128, Sept.12

#### LONG, Augustus C.

Texaco's master returns to the helm (with illus) p36, Sept.19

#### LONG Island Board of Realtors, Inc.

New antitrust target # p26, Nov.28

# Short News Item

#### LONG, Russell

Is the trade bill what it seems? (with illus) p22, Aug.29

#### LOOK Magazine

Cowles unbundles # p26, Oct.31

#### LORILLARD Corp.

Where cigarette men go after TV (with cover, chart and illus) p64, Nov.21

#### LORRAINE Industries, Inc.

How toying about led to a discovery (with illus) p68, Oct.31

Readers Report: Where credit's due p7, Dec.19

#### LOS ANGELES, Calif.

Air wins in Los Angeles # p32, July 18

#### LOS ANGELES Times

The new Times (with illus) p43, Dec.26

#### LOUGHRAN, John

Rolling up the welcome mat (with illus) p45, Oct.10

#### LUCE, Charles F.

Nature study, executive style (with illus) p19, July 4

#### LUDWIG, Harvey

Budding hopes for an upturn (with illus) p18, Aug.1

#### LUFKIN, Dan W.

Auto racing: Here comes the California 500 (with illus) p70, Sept.5

#### LUGAR, Richard G.

A brash mayor stirs Indianapolis (with illus) p84, Oct.3

#### LUKE, Hugh D.

Putting customer demands first (with illus) p62, Nov.28

#### LUMMUS Nederland N.V.

Knowhow jumps the language barrier (with illus) (Special Report) p120, Dec.19

#### LUND, Edward C.

Honeywell tries to make merger work (with cover, chart and illus) p92, Sept.26

#### LYKES-Youngstown Corp.

A steelmaker casts an eye on the Gulf (with map) p22, July 25

## M

#### M-16

Will the M-16 be made in Korea? (with illus) p116, Oct.24

#### MBA Enterprises, Inc.

The MBA itch is mostly myth p30, Sept.26

#### MOS

See Metal Oxide Semiconductor

#### MSA Research Corp.

Tricky metals that cool it (with illus) p112, Nov.7

#### MacARTHUR, John Donald

Hoffman: 'The Stockholder' (with illus) p6, Aug.1

#### MacDONALD, Donald

Canadians slash at wage restraint (with illus) p34, July 4

#### MACE, Myles L.

Why outside directors need to direct (with illus) p76, July 4

#### MacGREGOR, Clark

Clark MacGregor as Nixon's chief liaison with Congress # p38, Dec.5

#### MacGREGOR, Ian

Publisher's Memo: Business Week Awards for Business Citizenship (with illus) p5, Sept.19

#### MACHINES

The drought in farm machinery (with illus) p80, July 4

In industry, sheer size really pays (with illus) (Special Report) p172, Oct.17

#### MACKE Co.

Vendors pull out all stops (with illus) p52, Aug.15

#### MACKEY, John

Rozelle referees a strike settlement (with illus) p19, Aug.8

#### MADDOCK, Harvey

Wigs take root with men, too (with illus) p33, Sept.5

#### MADER, Otis M.

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

#### MAGAZINES

Ads that pierce the iron curtain p30, July 18

Business book for blacks # p32, July 18

Time Inc.: The free-spending days are over (with chart and illus) p52, Aug.8

A field of knowledge fetches \$21-million (with illus) p19, Aug.8

Handbook of cheer from Matsushita (with illus) p26, Sept.12

Auto strike costs magazines a bundle p27, Sept.26

France L'Express breaks with tradition (with illus) p34, Sept.26

Charlie extends its reach # p109, Oct.10

Goodbye Seattle # p71, Oct.24

Telling it to Africa (with illus) p84, Oct.31

How it pays to advertise # p103, Nov.14

The resurrection of the Satevpost (with illus) p29, Nov.14

#### MAGNETIC Bubble

Bubble memories start taking shape p26, Nov.21

#### MAGNETIC Tape Devices

New tape devices cut cost of speed p70, Oct.31

#### MAGNETS (Superconducting)

Pooling brains to study the atom (with illus) p56, Aug.22

#### MAHEU, Robert

Howard Hughes meets tight money (with illus) p20, Dec.12

#### MAHMOOD, David J.

Playing card maker does a neat trick (with illus) p40, July 11

#### MAHON, George

The House demands 'fly before buy' (with illus) p31, Oct.10

#### MAILGRAM

Can satellites replace Western Union's bikes? (with illus) p20, Aug.15

#### MAISEL, Sherman J.

Will variable rates cure S&L's woes? (with illus) p32, July 4

#### MAISONROUGE, Jacques

The man who makes it one world for IBM (with cover, chart and illus) p90, July 18

#### MAIL

Readers Report: Open mail p4, Aug.29

#### MANAGEMENT-By-Objectives

It takes more than a banker to run a bank (with illus) p38, Nov.7

**MANAGEMENT Commentary**

Second thoughts on 'office of the president' (with illus) p42, Oct.3

**MANDEVILLE, Gregory W.**

Trying a two-pronged strategy (with illus) (Special Report) p69, Dec.19

**MANN, Maurice**

Changes on Level Two p37, Nov.21

**MANPOWER Development & Training Act**

Making civilians out of soldiers (with illus) p68, Sept.26

**MANPOWER Training Program**

Nixon accepts public hiring as price of reform p39, Sept.26

**MARKETING**

Playing card maker does a neat trick (with illus) p40, July 11

Discounting: a food chain reaction (with illus) p44, Sept.26

Selling to the hottest market ever (with illus) (Special Report) p124, Oct.17

Unit pricing chalks up some surprises (with illus) p80, Oct.31

Why a global market doesn't exist (with illus) (Special Report) p140, Dec.19

**MARKETING Commentary**

Commentary: 'Youth' needs a new definition (with illus) p34, Dec.12

**MARKETING Research**

Putting customer demands first (with illus) p62, Nov.28

**MARLAND, Sidney P., Jr.**

Elliot Richardson is getting appointments troubles # p30, Sept. 5

**MARSHALL Field & Co.**

Selling on Sunday # p102, Dec.5

**MARSHALL, S. L. A.**

Book Review p8, Sept.26

Readers Report: Two evils p5, Oct.31

**MARTIN, Preston**

Will variable rates cure S&L's woes? (with illus) p32, July 4

**MARUSI, Augustine R.**

Second thoughts on 'office of the president' (with illus) p42, Oct.3

**MASSACHUSETTS**

Finding fault with 'no fault' rates p24, Aug.29

**MASSACHUSETTS Income Development Fund**

Two new funds for a pioneer (with illus) p90, Nov.7

**MASSACHUSETTS Institute of Technology**

Cars are being tested for the Clean Air Car Race # p84, Aug.15

College war labs wear camouflage (with table and illus) p36, Oct.3

**MATERIALS (T. A.) Inc.**

See T. A. Materials, Inc.

**MATESA**

Readers Report: The Matesa matter p7, July 18

**MATRIX Management**

Business says it can handle bigness (with illus) (Special Report) p108, Oct.17

**MATSON Navigation Co.**

Matson alters its course p74, Sept.26

**MATSUSHITA, Konosuke**

Handbook of cheer from Matsushita (with illus) p26, Sept.12

# Short News Item

**MATTEL, Inc.**

Diversification is Mattel's game (with illus) p32, July 25

Synergistic mergers # p21, Dec.26

**MATTIE, William**

Budding hopes for an upturn (with illus) p18, Aug.1

**MAUGHAN, John**

Publisher's Memo: BUSINESS WEEK defined the word and made the term "multinational company" familiar to businessmen p7, Dec.19

**MCCARTHY, Eugene J.**

Book Review p10, Oct.31

**MCCAULEY, Joe**

Appalachia as a developing nation (with map and illus) p46, July 18

**MCCOLOUGH, Peter**

How to get along with local partners (with illus) (Special Report) p76, Dec.19

**MCCOY, Charles Brelsford**

Lighting a fire under the sleeping giant (with illus) p40, Sept.12

**MCCRACKEN, Paul W.**

The first faint signs of optimism (with illus) p14, July 25

How fast should money grow? (with illus) p59, Aug.8

The game plan goes on in slow motion (with illus) p94, Oct.31

Nixon's new faces for 1971 p37, Nov.21

**MCCBORY Corp.**

Shutdowns stalk big-city stores (with illus) p28, Oct.10

**MCDONALD'S Corp.**

McDonald's on the grill # p24, July 25

**MCDONNELL & Co.**

The gambling game on Wall Street (with cover, chart and illus) p58, Oct.31

**MCDONNELL Douglas Corp.**

Airbus is ready, but the airlines are not (with table) p80, July 18

DC-10 finds another buyer # p25, Aug.1

New titles at McDonnell # p26, Nov.7

Aerospace tries to pick up the pieces (with cover, chart, table and illus) p48, Dec.12

**MCDONNELL, James S.**

New titles at McDonnell # p26, Nov.7

**MCGOVERN, George S.**

Readers Report: Misplaced Senator p6, Nov.7

**MCGRAW-HILL Economics Dept.**

Investments: U.S. companies keep up pace (with table) p24, Aug.15

Business spenders keep a steady pace (with table and chart) p20, Nov.7

Expansion plans are holding up p13, Nov.7

More spending to automate (with table) p54, Nov.28

**MCGRAW-HILL, Inc.**

TV looks tempting to McGraw-Hill p24, Nov.7

**MCGRAW-HILL Publications Co.**

How it pays to advertise # p103, Nov.14

**MCGRAW, James F.**

The fast pace of Japanese cars (with illus) p42, Aug.8

**McKEE, James, Jr.**

CPC: momentum from a foreign affiliate (with illus) (Special Report) p64, Dec.19

**McKINSEY & Co.**

Bosses take a cut in pay increases (with table) p49, Oct.17

**McLAREN, Richard**

The attack on the big boys (with illus) (Special Report) p78, Oct.17

U.S. antitrust reaches abroad (with illus) (Special Report) p128, Dec.19

**McLAUGHLIN, Robert**

It all adds up for corporate economists (with illus) p74, Nov.28

**McMILLAN, Samuel**

A discount shop on Wall Street (with illus) p98, July 11

**McNAMARA, Robert S.**

A new storm hits the World Bank (with chart and illus) p100, Sept.26

**McORMOND, Mrs. Raymond**

How Eatontown took the shutdown (with illus) p18, Aug.15

**MEANS, Gardiner C.**

What makes prices rise? (with chart) p122, Sept.19

**MEANY, George**

Meany denounces the ILO # p80, Aug.15

Minority hiring provisions circulated in the construction industry # p36, Sept.12

The fight to keep labor Democratic (with illus) p42, Oct.17

Labor starts to mend a divided house (with illus) p17, Oct.31

**MEAT**

Australia: The beef from Down Under (with illus) p35, Nov.21

**MECHANICAL Technology, Inc.**

Another new engine nudges Detroit (with illus) p86, Oct.24

**MECHNER, Francis**

Business takes care of the kiddies (with illus) p50, Oct.31

**MECOM, John W.**

Oilman Mecom taps the Chapter 10 field (with illus) p24, Dec.5

Mecom turns to Chapter 11 # p24, Dec.12

**MEDICINE**

A grim diagnosis for medical schools (with illus) p82, July 25

**MEGALOPOLIS**

The evolution of a super-urban nation (with map) (Special Report) p76, Oct.17

**MELHOUSE, H. G.**

Publisher's Memo: Business Week Awards for Business Citizenship (with illus) p5, Sept.19

**MEMBERS of Congress for Peace Through Law**

Defense programs will face sharp attack in Senate p35, July 18

**MEMORY Chips**

Why cores could become just a memory (with illus) p60, Dec.26

**MENINGITIS**

Closing in on three killers (with illus) p107, Oct.24

**MERCK & Co.**

The drug industry catches the fever p18, Aug.8

**MERCURY**

A grim pursuit of quicksilver (with illus) p42, July 18

More metals join the pollution list p30, July 25



**MERGERS**

Bold start for AMK and United Fruit p22, July 4

Rivals sidetrack a big London merger p26, July 25

Clashing head on over merger rules p19, July 25

The drug industry catches the fever p18, Aug.8

Why they turn to divestiture (with chart) p86, Aug.15

Merger of Whites eases grip on Allis p22, Aug.22

Madison Avenue goes multinational (with table and illus) (Special Report) p48, Sept.12

The Rockwell game plan starts to work (with illus) p80, Sept.26

Input-output data may put down some merger plans p40, Sept.26

The attack on the big boys (with illus) (Special Report) p78, Oct.17

Unions face a management problem (with illus) (Special Report) p138, Oct.17

Europe: Merging to fight U.S. bankers (with illus) p41, Oct.24

The fallout from a 'friendly' merger (with illus) p32, Oct.24

Mergers in the textile industry # p32, Nov.28

A new team plays the acquisition game (with illus) p22, Dec.5

Dunlop, Pirelli's 'union of equals' (with illus) p27, Dec.12

Synergistic mergers # p21, Dec.26

**MERRETT, Roy J. M.**

Who will pay for the burned-out 747? (with illus) p64, Dec.5

**MERRILL, Lynch, Pierce, Fenner & Smith, Inc.**

The herd still thunders profitably p21, Oct.31

Merrill Lynch to the rescue? p21, Oct.31

Readers Report: Views of Merrill Lynch p5, Nov.21

Do broker exams make the grade? (with illus) p54, Dec.26

Goodbody runs with the herd p55, Dec.26

**METAL Fiber**

Brunswick cuts trouble adrift (with illus) p16, Oct.3

**METAL Oxide Semiconductor (MOS)**

Varadyne goes the full circuit (with illus) p58, July 18

A bush leaguer finally scores p24, Nov.28

**METALS**

Nonferrous prices start to corrode (with chart) p21, July 18

Metals show some signs of price weakness p18, July 18

Russia signs a long-term metals deal with West p54, Aug.22

Foam metals finally rise to the surface p24, Sept.12

Softness in nonferrous metals prices p12, Oct.3

Aluminum cutbacks reduce the glut p45, Oct.17

Tricky metals that cool it (with illus) p112, Nov.7

Aluminum predicts 'upward stability' (with illus) p30, Nov.14

Falconbridge tries to be a bigger No. 2 (with illus) p42, Nov.28

**METER Reading**

Meter reading by telephone p86, Dec.12

# Short News Item

**METROPOLITAN Estate & Property Corp.**

Rivals sidetrack a big London merger p26, July 25

**METROPOLITAN Hill Samuel**

Britain: Merchant bank merger rocks tradition (with illus) p38, July 18

**METS (New York)**

Rheingold's rise with the Mets (with illus) p60, Aug.22

**METTLER, Ruben F.**

A diversified quartet p43, Dec.5

How TRW is bucking the recession (with illus) p42, Dec.5

**MEYER, John**

The cycle riders take a new turn (with illus) p66, Oct.3

**MEYOHAS, Nathan V.**

Europe: Law firms go multinational (with illus) p36, July 11

**MICHIGAN, University of**

Consensus for 1971: good but not great (with table) p66, Dec.12

Consumer alive, but barely p34, Dec.19

**MICKEY Mouse**

A brand new house for Mickey Mouse p42, Nov.14

**MICROWAVES**

Readers Report: Secrets of microwave p4, Aug.1

**MIDAS-International Corp.**

Separate roads for Midas and son (with illus) p32, Oct.10

**MIDDLE East**

If diplomacy fails, Nixon will sell more jets to Israel p70, July 18

Firepower grows in the tinderbox (with table) p72, July 18

Pressure mounts to tap domestic oil (with illus) p17, July 25

The airway war escalates (with illus) p21, Sept.12

Stacking up arms as talk runs out (with illus) p38, Sept.19

Oil companies wait for the worst (with map and illus) p24, Sept.26

Nasser's death haunts U.S. oilmen (with illus) p15, Oct.3

Travel scene: trips to the Middle East p82, Oct.3

Middle East: Dealing with the hijackers (with illus) p34, Oct.10

Eastern bloc turns to Arabian oil p86, Nov.7

**MIDWEST Research Institute**

An ammo plant shuts its doors (with table) p44, Sept.5

**MIGRANT Workers**

Coke's migrants get a new deal (with illus) p109, Nov.14

**MIHIS, Howard**

Book Review p6, July 4

**MILITARY Service**

Readers Report: The military career p5, Aug.8

**MILLER, G. William**

Texttron: built to diversify (with illus) (Special Report) p118, Oct.17

**MILLER, George B.**

The fallout from a 'friendly' merger (with illus) p32, Oct.24

**MILLS, Bradford**

OPIC deadlock ends # p26, Nov.28

**MILLS, Wilbur**

The push for more quotas gets going (with illus) p17, July 4

Protectionists wait for the Mills bill to pass p53, Aug.22

Mills opens door for coffee pact p63, Oct.3

**MINBANCO 1970 Minerals Program**

Mineral search for the wealthy (with illus) p24, Aug.8

**MINE Safety Appliances Co.**

Tricky metals that cool it (with illus) p112, Nov.7

**MINERAL Exploration Fund**

Mineral search for the wealthy (with illus) p24, Aug.8

**MINES and Mining**

Peru: Social reform jolts the mine owners (with illus) p26, Aug.29

A door to Russia's storehouse opens (with map) p32, Oct.10

Coal producers breathe easier p26, Nov.7

Rothschilds boost holdings in metals p86, Nov.7

Indonesia: Copper entices Freeport Sulphur (with illus) p29, Nov.28

Down to the mine in space suits (with illus) p83, Dec.12

**MINNEAPOLIS, Minn.**

Aerial walkways: big plans for the future (with map and illus) p48, Dec.26

**MINNIE Pearl**

Fried chicken that went into politics (with illus) p37, Sept.19

**MINORITY Enterprise Small Business Investment Company**

Sandoval stands siege at the SBA (with illus) p60, July 18

Money for minority business # p32, Dec.5

**MINUTEMEN**

The Air Force fights to save Minuteman (with illus) p110, Oct.10

**MISHAWAKA, Ind.**

Readers Report: Wide awake Mishawaka (with illus) p5, Aug.29

**MITSUBISHI Heavy Industries, Ltd.**

Rivals have thrived during the GM strike (with illus) p23, Nov.14

**MOBILE Electric Power Project**

Generators get in fighting trim (with illus) p45, Sept.5

**MODEL Cities**

Heavy fighting shakes Model Cities (with illus) p65, Aug.1

**MOHAWK Airlines, Inc.**

Regional airlines run into debt storms (with table) p74, Dec.12

**MOKTA Co.**

Rothschilds boost holdings in metals p86, Nov.7

**MONITOR**

Keeping track of trends # p66, Dec.26

**MONORAILS**

Tokyo monorail wins its comeback fight (with illus) p56, July 11

**MONSKY, John B.**

Using liquidation as a strategy p34, Oct.3

**MONTEDISON**

Italy: More state control over Montedison (with illus) p28, Oct.31

**MONTGOMERY Ward & Co.**

Ward's stores go 'modular' (with illus) p21, Nov.28

**MONTREAL**

See Canada

**MOODY'S Investors Service**

Rating bonds for a price # p21, Oct.3

**MOORE, Philip**

The GM reformers ride again p23, Nov.21

**MOORE, Philip D.**

GE's new negotiator # p110, Nov.14

**MOORE, William H.**

New president for Penn Central # p23, Aug.15

Penn Central: a new chief with new plans (with illus) p48, Aug.22

**MOOT, Robert C.**

Pentagon cuts: 'The worst is yet to come' (with chart and illus) p94, Sept.12

**MORGAN Guaranty Trust Co.**

Rolling up the welcome mat (with illus) p45, Oct.10

**MORRILL (John) Co.**

How it pays to advertise # p103, Nov.14

**MORRIS, Miltz**

Jobless admen live on hope (with illus) p68, Aug.22

**MORRISON, Julian**

Madison Avenue goes multinational (with table and illus) (Special Report) p48, Sept.12

**MORTGAGES**

Better flow of mortgage money aids housing p14, Aug.22

A master builder of real estate deals (with chart) p128, Sept.12

Pumping money into housing (with chart) p66, Sept.26

The bottomless pit of capital demand (with chart and illus) (Special Report) p158, Oct.17

**MORTON, Bill**

Appalachia as a developing nation (with map and illus) p46, July 18

**MOSS, Frank E.**

Advertising claims made by cereal manufacturers # p30, Aug.8

**MOTEL 6**

A motel room at bargain rates (with illus) p20, Aug.22

**MOTION Pictures**

And movies too (Editorial) p84, Aug.29

Managing cash the tribal way (with illus) p26, Dec.26

**MOTOR Homes**

Knudsen finds a home on wheels (with illus) p94, Nov.14

**MOTOROLA, Inc.**

An apprentice president makes the grade (with illus) p60, Sept.19

**MOUNT Sinai School of Medicine**

Readers Report: Wrong diagnosis p4, Sept.19

**MOUNTAIN Valley Water Co.**

Bottled-water sales begin to sparkle (with illus) p44, Nov.7

**MOVING**

Shell's \$25-million trip to Houston (with illus) p68, Sept.19

Manhattan transfer # p33, Oct.10

Shell goes South # p54, Oct.17

# Short News Item

When companies go suburban (with illus) p58, Dec.12

The dollars and cents of working abroad (with table) (Special Report) p88, Dec.19

Caterpillar and its compound (Special Report) p83, Dec.19

**MUDZIK, Ronald**

The GM strikers' mood is militant (with illus) p26, Sept.26

**MUHAMMAD, Ali**

Promoters spar for Ali's next bout p21, Dec.12

**MULTINATIONAL Ventures**

The company that nurtures Latin business (with table and illus) p64, July 11

**MULTINATIONALS**

Reining in multinational giants p48, Aug.8

Guiding growth toward a global economy (Editorial) p146, Dec.19

Multinational companies (with cover, map, table, chart and illus) (Special Report) p57, Dec.19

A home office in Rio for multinationals? p39, Dec.26

**MUMFORD, Lewis**

Mumford: 'The Pentagon of Power' (with illus) p6, Nov.14

**MURDOCH, Keith Rupert**

Britain: A new headliner rocks Fleet Street (with illus) p32, Sept.12

**MURPHY, Frank**

It all adds up for corporate economists (with illus) p74, Nov.28

**MURPHY, Dr. Franklin D.**

They found newspapers best after all (with illus) p42, Dec.26

**MURPHY, Gordon**

Latins seek more from business (with cover, chart and illus) p104, Sept.12

**MURPHY, Patrick V.**

Tough vs. moderate cops (with illus) p38, Dec.12

**MURPHY, Thomas A.**

Mighty GM faces its critics (with cover, chart and illus) p72, July 11

**MURRAY, Joan**

Gray skies for black admen (with illus) p81, Oct.31

**MUSIC (Rock)**

Rock festivals: groovy, but no gravy (with illus) p20, Aug.8

**MUSKIE, Edmund S.**

The 1972 Democratic Presidential nomination # p32, Aug.15

Protection fund in a cross fire p20, Sept.5

**MUSSER, James**

Knudsen finds a home on wheels (with illus) p94, Nov.14

**MUTUAL Funds**

Federated breaks the fund mold (with illus) p98, July 11

How one fund swam upstream p85, July 18

Why big traders worry industry (with cover, chart, table and illus) (Special Report) p52, July 25

Readers Report: Swinging no-loads p4, Aug.8

A bad review for performance (with illus) p26, Aug.15

A close look at your mutual funds p72, Aug.22

Helping hand for IOS # p30, Sept.12

Why a broker needs a fund (with illus) p24, Oct.3

An adverse tide hits offshore funds (with illus) p50, Oct.17

The public changes its saving ways (with illus) p34, Oct.24

Two new funds for a pioneer (with illus) p90, Nov.7

Germany steps up the pressure on offshore funds p79, Nov.14

Insurance men stick to their funds (with chart and table) p72, Nov.21

A better idea for endowments (with illus) p44, Dec.26

**MYERSON (M. H.) & Co., Inc.**

Readers Report: Alive and well p5, Sept.5

**N****NASDAQ**

The gambling game on Wall Street (with cover, chart and illus) p58, Oct.31

**NTA**

A phosphate stand-in goes down the drain p17, Dec.26

**NADER, Ralph**

Ralph Nader becomes an organization (with illus) p86, Nov.28

**NAMES & Faces**

The man who makes it one world for IBM (with cover, chart and illus) p90, July 18

Heath's new neighbor (with illus) p30, Aug.1

The passenger's friend (with illus) p30, Aug.1

The challenger from France (with illus) p36, Aug.15

An apprentice president makes the grade (with illus) p60, Sept.19

A gadfly buzzes around the table (with illus) p116, Sept.26

Corporate life was not for him (with illus) p116, Sept.26

Building a fortune on LTV's discards (with illus) p76, Oct.3

An outsider, but no stranger (with illus) p102, Oct.10

The fadeout was short-lived (with illus) p102, Oct.10

The laureate of new economics (with illus) p90, Oct.31

The consumers' friend at school (with illus) p90, Oct.31

The No. 1 bookie makes his play (with illus) p50, Nov.14

Ralph Nader becomes an organization (with illus) p86, Nov.28

A wunderkind in venture land (with illus) p88, Nov.28

Housing enters the era of the superbuilders (with cover, chart and illus) p50, Dec.26

How Levitt lives with a conglomerate (with illus) p52, Dec.26

**NANCE, James J.**

Why outside directors need to direct (with illus) p76, July 4

**NASSER, Gamal Abdel**

Nasser's death haunts U.S. oilmen (with illus) p15, Oct.3

**NATIONAL Account Systems, Inc.**

Business piles up for bill collectors (with illus) p25, Sept.12

**NATIONAL Accounting**

Revised accounts widen the profit loss p16, Aug.1

**NATIONAL Aeronautics & Space Administration**

Von Braun: the next decade in space (with illus) p66, July 4

Fairchild Hiller gets a recount (with illus) p18, July 11

NASA's chief lured by GE # p25, Aug.1

NASA's reversal will bring on a buying probe p36, Sept.12

Joining Europe in space (with illus) p120, Sept.26

Spending by NASA will be held to current-year levels # p40, Oct.10

NASA is struggling to halt the slide in spending for its programs # p38, Dec.5

#### NATIONAL Air Quality Standards Act

The high cost of cleaner air (with illus) p16, Dec.26

#### NATIONAL Alliance of Businessmen

Profit pinch helps the JOBS program p29, Oct.3

A political squabble over a local National Alliance of Businessmen appointment # p32, Nov.28

#### NATIONAL Assn. of Manufacturers

Nixon is shifting to a harder-hitting game (with illus) p14, Dec.12

#### NATIONAL Assn. of Railroad Passengers

The passenger's friend (with illus) p30, Aug.1

#### NATIONAL Assn. of Securities Dealers

The gambling game on Wall Street (with cover, chart and illus) p58, Oct.31

#### NATIONAL Association of Securities Dealers Automated Quotations

See NASDAQ

#### NATIONAL Biscuit Co.

The superfood from the sea (with illus) p112, Nov.14

#### NATIONAL Bureau of Economic Research

Does the price index tell a straight story? (with chart) p46, July 11

The debate on whether the United States is in a recession p22, Sept.26

The cycle riders take a new turn (with illus) p66, Oct.3

#### NATIONAL Cash Register Co.

Cash drawers that 'talk computer' (with illus) p66, Aug.29

A computer that tends the bar (with illus) p46, Sept.26

Computers in all sizes # p50, Dec.19

#### NATIONAL Commission on Product Safety

The pressure is on for safer products (with table) p36, July 4

#### NATIONAL Commission on Productivity

Productivity group has trouble with manpower p30, July 11

Too much talent to waste on window dressing (Editorial) p102, July 18

Warming up the first inflation alert (with illus) p29, July 18

Why it's so tough to boost productivity (with chart) p64, July 25

Productivity group sticks to productivity (with illus) p74, Aug.15

#### NATIONAL Corporation for Housing Partnerships

Pumping money into housing (with chart) p66, Sept.26

#### NATIONAL Industrial Conference Board

NICB snares Trowbridge # p21, Aug.8

#### NATIONAL Industries, Inc.

The wild ride of Stanley Yarmuth (with illus) p41, Aug.8

#### NATIONAL Labor Relations Board

Critics slice at NLRB power (with illus) p61, Aug.8

#### # Short News Item

A head for the NLRB # p25, Aug.29

NLRB appointee rankles labor p70, Sept.26

#### NATIONAL Railroad Passenger Corp.

A starting signal for better trains p35, Oct.24

Now the Railpax row will begin (with illus) p38, Nov.28

Vanishing rider service # p68, Dec.5

#### NATIONAL Semiconductor Corp.

Confounding the semiconductor industry (with illus) p44, Nov.21

#### NATIONAL Starch & Chemical Corp.

The drug industry catches the fever p18, Aug.8

#### NAUGHTON, John

The minis meet the imports (with cover, table and illus) p68, Aug.15

#### NEGROES

Fayette's mayor one year later (with illus) p79, July 4

Gray skies for black admen (with illus) p81, Oct.31

A black and white issue faces Polaroid (with illus) p32, Nov.14

Readers Report: A black's two worlds p4, Nov.14

Commentary: To blacks, ecology is irrelevant (with illus) p49, Nov.14

Blacks build up their bank power (with table and illus) p92, Dec.5

Battle over bias charges # p50, Dec.19

Job targets with a realistic look (with chart) p46, Dec.26

#### NEIMAN-Marcus Co.

Christmas indulgences # p54, Oct.17

#### NELSON, Roland T.

Grinder gives Norton an edge (with illus) p70, Oct.31

#### NERVA

Von Braun: the next decade in space (with illus) p66, July 4

#### NETSCHERT, Bruce C.

Oil is taking over the energy business (with table and illus) p54, Nov.7

#### NEW Britain, Conn.

More towns join the critical list (with illus) p17, Aug.22

#### NEW Haven, Conn.

Making cities better places to live (with cover and illus) p36, Aug.22

#### NEW Hope & Ivyland RR

What hope for New Hope? (with illus) p21, July 25

#### NEW Orders

Orders hold steady, backlogs shrink — again p12, July 25

#### NEW Products

New products feel the pinch # p109, Oct.10

Selling to the hottest market ever (with illus) (Special Report) p124, Oct.17

How toying about led to a discovery (with illus) p68, Oct.31

Why a global market doesn't exist (with illus) (Special Report) p140, Dec.19

#### NEW Towns

See also Cities

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

#### NEW YORK Clearing House Assn.

A hard sell and handcuffs # p63, Nov.28

#### NEW YORK, N. Y.

Home entertainment sales sound sweeter (with illus) p24, July 4

Con Ed loses its nuclear punch p19, July 4

Unit pricing takes a fall # p25, July 4

Fifth Avenue turns into a mall (with illus) p22, July 18

Sweating it out with borrowed kilowatts (with illus) p22, Aug.1

Science takes on a burning question (with illus) p42, Aug.15

Lefrak goes to the ghetto (with illus) p28, Aug.15

Making cities better places to live (with cover and illus) p36, Aug.22

Reserve power for the East (with map) p92, Oct.10

New York as 'Bomb City' # p32, Nov.14

Food shoppers buy together (with illus) p99, Dec.5

Readers Report: You listening, New Yorkers? p8, Dec.5

An open lane for commuter buses (with illus) p20, Dec.26

Upper East side: safe haven in Manhattan p57, Dec.26

#### NEW YORK Stock Exchange

Big Board commissions # p25, July 4

Making brokers toe the mark (with illus) p84, July 18

Loss protection, but for whom? (with illus) p28, Aug.22

Stop the cover-up (Editorial) p84, Aug.29

Why a broker needs a fund (with illus) p24, Oct.3

New battles boil up over the trust fund (with illus) p20, Oct.3

Stripping secrecy from the Big Board (with cover and illus) p70, Nov.28

A Wall Street insider breaks ranks (Editorial) p94, Nov.28

Key SEC study is under a cloud (with chart and illus) p76, Dec.12

#### NEW YORK Telephone Co.

A new voice at New York Telephone (with chart and illus) p60, Sept.5

Readers Report: Telephone blues p6, Sept.26

#### NEW YORK Times Co.

Cowles unbundles # p26, Oct.31

#### NEWARK, N. J.

Newark signs up a business team p23, Aug.15

#### NEWPORT, R. I.

When at Newport, play the angles for game fishing p70, Aug.29

#### NEWSDAY

The new Times (with illus) p43, Dec.26

#### NEWSPAPERS

Newspapers are money-makers again (with cover, table and illus) p36, Aug.29

Britain: A new headliner rocks Fleet Street (with illus) p32, Sept.12

They found newspapers best after all (with illus) p42, Dec.26

The new Times (with illus) p43, Dec.26

#### NICKEL

Falconbridge tries to be a bigger No. 2 (with illus) p42, Nov.28

#### 1970-71

Happy New Year (Editorial) p68, Dec.26



**NISSAN Motor Corp.**

The fast pace of Japanese cars (with illus) p42, Aug.8

**NIXON, Richard M.**

Witcover: 'Resurrection of Richard Nixon' (with illus) p8, July 18

Nixon to hit at 'high cost of spending' p29, Aug.8

Nixon is stepping up his pitch for blue-collar support # p34, Aug.29

Nixon's growing interest in a growth policy p30, Sept.5

Nixon doctrine means new design for military p35, Sept.12

The fight to keep labor Democratic (with illus) p42, Oct.17

Nixon turns a campaign into a crusade (with illus) p29, Oct.24

Nixon crusade risks control of economy p43, Oct.24

Business questions the game plan (with illus) p28, Oct.24

Montgomery: 'Hail to the Chiefs' p10, Oct.31

Now the game plan's target is '72 (with illus) p16, Nov.7

Nixon is shifting to a harder-hitting game (with illus) p14, Dec.12

Nixon looks to the home front for 1972 p29, Dec.26

**NOBEL Prize**

The laureate of New Economics (with illus) p90, Oct.31

**NORTH American Car Corp.**

Fighting off Flying Tiger (with illus) p19, Aug.15

**NORTH American Rockwell Corp.**

Goodbye, Columbus # p25, July 4

The Rockwell game plan starts to work (with illus) p80, Sept.26

Aerospace tries to pick up the pieces (with cover, chart, table and illus) p48, Dec.12

**NORTH Sea**

North Sea oil: rich find for Britain p78, Oct.24

Norway: A Stormy debate over North Sea oil (with illus) p35, Nov.14

**NORTHROP Corp.**

A Northrop fighter takes off again (with illus) p24, Nov.28

Aerospace tries to pick up the pieces (with cover, chart, table and illus) p48, Dec.12

**NORTHWEST Airlines**

Court vetoes antistrike tactic p78, Nov.7

More lift for Northwest # p50, Dec.19

**NORTHWEST Industries, Inc.**

Can Heineman peddle a deadhead? (with chart and illus) p19, Oct.3

**NORTHWEST Orient Airlines**

A striking pose (with illus) p30, July 18

Shooting down strike pacts (with illus) p90, Oct.24

**NORTON Co.**

Grinder gives Norton an edge (with illus) p70, Oct.31

**NORWAY**

Norway: A Stormy debate over North Sea oil (with illus) p35, Nov.14

**NOVA Scotia**

Nova Scotia: an idyllic spot for fishing p65, Aug.8

**NOYCE, Robert N.**

Why cores could become just a memory (with illus) p60, Dec.26

# Short News Item

**NUMERICAL Control**

The computer moves in on machine shops (with illus) p88, Sept.19

**NURSING Homes**

The money runs out for Four Seasons p16, July 4

Readers Report: Paying for nursing homes (with illus) p5, July 25

A fight over where to sue Four Seasons p20, Oct.3

**NUS, Inc.**

Down to the mine in space suits (with illus) p83, Dec.12

**O****OECD**

See Organization for Economic Cooperation & Development

**O'BRIEN, Frank**

Paper: The 50-50 empire that Scott built (with illus) p27, Aug.29

**OBSELESCENCE**

Appliance check # p33, Oct.10

**OCEAN Leather Co.**

Sharkskin snaps at wider markets (with illus) p81, July 4

**OCEAN Science & Engineering, Inc.**

Pumping money out of the sea (with illus) p54, July 11

**ODAIRA, Namihei**

Here comes Hitachi (with cover and illus) p72, Aug.1

**ODD Lots Securities, Ltd.**

A discount shop on Wall Street (with illus) p98, July 11

Readers Report: Boon to investors p5, Aug.1

**OFF-Track Betting Corp.**

The No. 1 bookie makes his play (with illus) p50, Nov.14

**OFFICE Machines**

Cash drawers that 'talk computer' (with illus) p66, Aug.29

**OFFICE of Economic Opportunity**

The customers pass the test—or else (with table and illus) p42, Sept.12

Shifting Lawyers-for-the-Poor to another agency # p38, Dec.5

**OFFICE of Emergency Preparedness**

A tougher tack on inflationary hikes (with illus) p23, Nov.21

**OFFICE of Management & Budget**

Strains showing on Nixon team: Shultz vs. CEA p31, Aug.15

**OFFICE of the President**

Second thoughts on 'office of the president' (with illus) p42, Oct.3

**OFFICE Workers**

Measuring how office workers work (with illus) p54, Nov.14

**OFFICES**

Why offices stay unrented (with illus) p83, Dec.5

**OKUN, Arthur M.**

The game plan goes on in slow motion (with illus) p94, Oct.31

**OLYMPADE**

Olympade chases Gatorade # p60, Oct.3

**OMEGA-Alpha, Inc.**

A battered Ling tries a comeback (with illus) p23, Dec.5

**OPERATION Breakthrough**

Prebuilt homes come a long way (with illus) p27, July 18

Breakthrough: up against the wall p62, Aug.8

Breakthrough's progress is slow (with illus) p86, Nov.14

**OPPENHEIMER Fund**

How one fund swam upstream p85, July 18

**OPTEL Corp.**

Making displays easier to read (with illus) p49, Nov.21

**OPUS Dei**

Readers Report: Opus Dei p6, Oct.24

**OREGON**

Vacationer's guide to the Northwest p87, July 18

**ORGANIZATION for Consistent Accounting Principles.**

Clashing head on over merger rules p19, July 25

**ORGANIZATION for Economic Cooperation & Development**

OECD projects a slowdown in inflation p51, Aug.1

Europe thinks the U.S. is steady (with chart and illus) p58, Aug.8

The tight race to head off the protectionists p80, Nov.14

The OECD's bitter medicine for inflation (with chart) p92, Nov.21

**ORGANIZATION of Petroleum Exporting Countries**

Oil companies wait for the worst (with map and illus) p24, Sept.26

**ORLANDO, Fla.**

Disney World wakes sleepy Orlando (with map) p42, Nov.14

**OSBORN, Dr. Elburt**

Coal producers breathe easier p26, Nov.7

**OSBORN Mfg. Co.**

Readers Report: Alive and well p5, Oct.3

**OTTINGER, Richard L.**

Setting up a public-interest law firm # p38, Nov.21

**OVERSEAS Private Investment Corp.**

Dispute holds up foreign investment p30, Oct.3

OPIC deadlock ends # p26, Nov.28

**OWEN, Nathan R.**

Out to clean up if peace comes (with illus) p32, Oct.3

**OWL**

A bird that hoots if drivers doze p53, July 4

**OZARK Air Lines, Inc.**

Regional airlines run into debt storms (with table) p74, Dec.12

**P****PHP International**

Handbook of cheer for Matsushita (with illus) p26, Sept.12

**PACIFIC Far East Line**

A trucker takes to the sea and air (with cover and illus) p44, Oct.3

**PACKARD, David**

Packard's way at odds with the Army's way p46, Sept.19

**PACKING Industry**

A salmon packer hits a golden run (with illus) p33, July 25



**PAINE, Dr. Thomas O.**

Fairchild Hiller gets a recount (with illus) p18, July 11

Launching joint ventures in space (with illus) p86, July 25

NASA's chief lured by GE # p25, Aug.1

**PALESTINIAN Arabs**

The airway war escalates (with illus) p21, Sept.12

**PALEY, William S.**

How CBS copes with TV pressures (with cover and illus) p58, July 4

**PALME, Olof**

How Palme copes with change (with illus) p29, Nov.7

**PALMIERI, Victor**

The trials of Penn Central's sweetheart (with illus) p46, Oct.17

Great Southwest goes back to the well (with illus) p29, Dec.5

**PAN American World Airways**

The airway war escalates (with illus) p21, Sept.12

The jumbo jet sputters a little (with illus) p28, Oct.10

Who will pay for the burned-out 747? (with illus) p64, Dec.5

Tough times after the holidays (with illus) p18, Dec.26

**PAPER and Pulp**

Paper: The 50-50 empire that Scott built (with illus) p27, Aug.29

**PARCEL Post Service**

Why United Parcel admits its size (with illus) p94, July 18

**PARKE, Davis & Co.**

The drug industry catches the fever p18, Aug.8

**PARKINSON, C. N.**

Peter F. Drucker: Court jesters to business (with illus) p8, Sept.5

**PARSONS, Donald H.**

Detroit loses a banker # p23, Aug.15

**PARTICIPATIONS**

Mineral search for the wealthy (with illus) p24, Aug.8

**PASSENGER Airline Reservation System (PARS)**

TWA books space on the IBM system p88, Oct.31

**PATT, Leon A.**

Trying a two-pronged strategy (with illus) (Special Report) p69, Dec.19

**PATTERSON, Jack**

Publisher's memo: The Cities department reports on the relatively new practice of urban design (with illus) p5, Aug.22

**PAVE, Irene**

Book Review p6, Nov.14

**PEACE**

The peace plan: Nixon offers more flexibility p39, Oct.10

**PEACE and Happiness through Prosperity**

Handbook of cheer from Matsushita (with illus) p26, Sept.12

**PEACE Dividend**

The peace bonanza that went bust (with chart) p66, Sept.5

**PEARSON, John**

Book Review p6, Oct.3

Book Review p10, Dec.5

# Short News Item

Publisher's Memo: BUSINESS WEEK defined the word and made the term "multinational company" familiar to businessmen p7, Dec.19

**PEESEL, Heinrich**

How Rollei plans to snap back (with illus) p99, Oct.24

**PEI, I. M.**

Making cities better places to live (with cover and illus) p36, Aug.22

**PENN Central Co.**

Penn Central gets its new engineers (with illus) p20, July 25

New president for Penn Central # p23, Aug.15

Penn Central: a new chief with new plans (with illus) p48, Aug.22

New chairman for Penn Central # p25, Aug.29

Readers Report: On the right track p5, Sept.19

Will the TurboTrain survive? (with illus) p92, Sept.19

Readers Report: Penn Central's hope p5, Oct.3

The Penn Central's noose draws tighter. p18, Oct.3

The trials of Penn Central's sweetheart (with illus) p46, Oct.17

More woes for Penn Central # p38, Oct.24

When the Fed won the liquidity battle (with chart and illus) p50, Oct.24

The bizarre case of Executive Jet (with illus) p80, Oct.24

Penn Central sees a hope in Congress p25, Nov.14

How to keep up on the Penn Central p32, Nov.21

**PENSIONS**

Pressing hard for better pensions (with illus) p69, Nov.28

**PEOPLE Organized to Win Effective Regulation (POWER)**

Gas producers name their price p18, Sept.5

**PEPPER, G. Willing "Wing"**

Paper: The 50-50 empire that Scott built (with illus) p27, Aug.29

**PERFORMANCE Systems**

Fried chicken that went into politics (with illus) p37, Sept.19

**PERFUMES**

New perfumes for last-minute shoppers # p116, Dec.19

**PERGAMON Press, Ltd.**

Finis for Pergamon battle # p32, Nov.21

**PERMEATORS**

A new fiber to clean water (with illus) p83, Dec.12

**PEROT, H. Ross**

What ties Perot to Wall Street (with illus) p78, Dec.5

Perot zeroes in on F. I. duPont (with illus) p39, Dec.19

**PERU**

Peru stages a corporate revolution p47, Aug.8

Peru: Social reform jolts the mine owners (with illus) p26, Aug.29

Peru's junta buys control of third big bank p56, Sept.5

Latins seek more from business (with cover, chart and illus) p104, Sept.12

**PESTICIDES**

Weeding out the pesticides p59, Sept.26

Regulatory power over pesticides # p38, Nov.14

**PETER, Lawrence J.**

Peter F. Drucker: Court jesters to business (with illus) p8, Sept.5

**PETROLEUM**

Nationalization fear faces oilmen in Libya p56, July 4

Readers Report: Getting the lead out p4, July 4

Rushing the oil gear to Alaska (with illus) p22, July 11

Algeria puts a sharp bite on oil exporters p72, July 25

Pressure mounts to tap domestic oil (with illus) p17, July 25

Readers Report: Oil quotas p6, Aug.15

More oil from Texas # p23, Aug.15

Fuel oil users feel the drought (with illus) p21, Aug.22

Fuel stocks shrink to the danger point p20, Aug.29

No-lead or low-lead, new gas goes slow (with table) p21, Aug.29

Oils show some of the old pizzazz (with table) p24, Sept.5

Readers Report: Octane needs p6, Sept.12

Bolivia will pay Gulf no interest p79, Sept.19

Oil companies wait for the worst (with map and illus) p24, Sept.26

A power crisis that looks permanent (with map and illus) p14, Oct.3

Nasser's death haunts U.S. oilmen (with illus) p15, Oct.3

Tapping coal to get oil and gas p52, Oct.17

Readers Report: Oil and life # p5, Oct.17

Drilling leases on the block # p38, Oct.24

A Briton wins top spot in the Shell empire (with illus) p40, Oct.24

North Sea oil: rich find for Britain p78, Oct.24

Eastern bloc turns to Arabian oil p86, Nov.7

Oil is taking over the energy business (with table and illus) p54, Nov.7

How to test the new low-lead gasolines p104, Nov.7

To approve construction of Alaska oil pipeline # p32, Nov.7

Norway: A stormy debate over North Sea oil (with illus) p35, Nov.14

Arctic oil is still beyond reach (with map) p23, Nov.28

Will the sale go on? # p32, Dec.5

Nixon orders more oil (with map) p16, Dec.12

Oil money for the Gulf # p50, Dec.19

Readers Report: Oil by submarine p4, Dec.26

**Service Stations**

Signal pulls out of gas stations (with illus) p17, Sept.5

**PHANTOM Stock Plans**

A confusing payday for men at the top (with illus) p80, Oct.10

Compensation: unmasking 'phantom stock' p95, Oct.10

Under a "dividend participation plan," your bonus is tied to the company's dividend payout # p98, Nov.14

**PHILADELPHIA, Pa.**

Philadelphia: host for the spirit of 1976 p21, July 4

**PHILCO-Ford Corp.**

Taiwan: A base for U.S. companies (with illus) p38, July 11

**PHILLIPS Petroleum**

Norway: A stormy debate over North Sea oil (with illus) p35, Nov.14

**PHILLIPS-Van Heusen Corp.**

Phillips-Van Heusen Corp. employees to work on local campaigns # p32, Aug.15

**PHONOGRAPHS**

How toying about led to a discovery (with illus) p68, Oct.31

**PHOTOCHROMISM**

Making displays easier to read (with illus) p49, Nov.21

**PHOTOGRAPHY**

West Germany: Cameras get a fresh image (with illus) p27, July 4

How Rollei plans to snap back (with illus) p99, Oct.24

**PHOTOPHYSICS, Inc.**

How to copy a video display p30, Aug.29

**PHRIX Werke AG**

Germany: BASF trips on synthetic fibers (with illus) p24, Dec.26

**PILKINGTON Bros., Ltd.**

Britain: A glass dynasty lets some light in (with illus) p28, Nov.28

**PINDLING, Lynden O.**

Grand Bahama: The big binge is over (with map and illus) p54, Aug.1

**PIPELINES**

Rushing the oil gear to Alaska (with illus) p22, July 11

Piping gas from Alaska to the Midwest p72, July 25

To approve construction of Alaska oil pipeline # p32, Nov.7

Arctic oil is still beyond reach (with map) p23, Nov.28

**PIPER Aircraft Corp.**

On Wings of Plastic (with illus) p88, Oct.31

**PIRELLI**

Mergers: Dunlop, Pirelli's 'union of equals' (with illus) p27, Dec.12

**PISAR, Samuel**

Europe: Law firms go multinational (with illus) p36, July 11

**PITNEY-Bowes, Inc.**

How to foil credit-card thieves # p109, Oct.10

**PITNEY-Bowes-Alplex, Inc.**

Cash drawers that 'talk computer' (with illus) p66, Aug.29

**PITOFISKY, Robert**

Consumers may have a new friend in court p38, Nov.21

**PITTSBURGH, Pa.**

The world's tallest collection plate p23, Aug.15

The high cost of cleaner air (with illus) p16, Dec.26

**PLANAR Coax**

A squeeze play yields a computer (with illus) p49, Nov.21

**PLANT Expansion**

Outlay brake holds fast p12, July 25

Capital spending plans are cut back—again p12, Sept.5

Capital outlays offer no help p39, Oct.17

Mixed signals (Editorial) p114, Nov.7

Expansion plans are holding up p13, Nov.7

Business spenders keep a steady pace (with table and chart) p20, Nov.7

More spending to automate (with table) p54, Nov.28

# Short News Item

Capital spending prospects p26, Dec.5

**PLASMA**

Plasma: the lab toy that grew up (with illus) p74, Aug.22

**PLASTIC Plates**

Dishes by design # p71, Oct.24

**PLASTICS**

A plastic trend in furniture's future (with illus) p112, Sept.26

On Wings of Plastic (with illus) p88, Oct.31

**PLASTICS Mfg. Co.**

Dishes by design # p71, Oct.24

**PLAYBOY Building**

A bright new light on a sex symbol (with illus) p22, July 4

**PLAYING Cards**

Playing card maker does a neat trick (with illus) p40, July 11

**PNEUMONIA**

Closing in on three killers (with illus) p107, Oct.24

**POCLAIN**

France: A shovel maker digs up profits (with illus) p36, Oct.10

**POLANCO, Angela**

Stores try to crack the people problem (with illus) p52, Sept.19

**POLAND**

Poland: The economic plan that failed (with illus) p23, Dec.26

**POLARIS-POSEIDON**

The peace bonanza that went bust (with chart) p66, Sept.5

**POLAROID Corp.**

A black and white issue faces Polaroid (with illus) p32, Nov.14

**POLICE**

Tough vs. moderate cops (with illus) p38, Dec.12

**POLITICS**

Too generous Seafarers # p25, July 4

Unions aim for the blue-collar vote (with illus) p48, Sept.5

Campaign contributions bear the dollar burden 100% # p82, Oct.3

Will economics swing the election? (with illus) p26, Oct.10

Goodell a pawn in Nixon drive to win Senate p39, Oct.10

The rich GOP gets richer (with illus) p100, Oct.10

Nixon turns a campaign into a crusade (with illus) p29, Oct.24

Republican loyalists who lost out in last week's election # p38, Nov.14

The ecology fans show their muscle (with illus) p26, Nov.14

**POLK, Louis F. "Bo"**

A wunderkind in venture land (with illus) p88, Nov.28

**POLLAK, Louis H.**

Book Review p6, Nov.21

Readers Report: Credit line p5, Dec.12

**POLLS**

Will economics swing the election? (with illus) p26, Oct.10

**POLLUTION Probe**

Pollution rebels go to the public (with illus) p68, Aug.8

**POOLING of Interest**

Clashing head on over merger rules p19, July 25

Accounting board backs off # p21, Aug.8

**POPULATION**

Surprise from the Census (with illus) p16, Aug.8

Second-guessing the census takers (with illus) p86, Sept.19

The evolution of a super-urban nation (with map) (Special Report) p76, Oct.17

Slowdown hits population (Editorial) p118, Oct.24

Population heads for a zero growth rate (with chart and illus) p102, Oct.24

Commentary: To blacks, ecology is irrelevant (with illus) p49, Nov.14

The Green Revolution yields bitter fruit p84, Nov.21

How the census shapes the vote (with map) p46, Nov.28

Readers Report: For a master race? p4, Dec.12

**PORTS**

The waterway that couldn't be done (with map and illus) p124, Sept.12

**POSEIDON ICBM**

Less for hardware (with illus) p52, Dec.12

**POSTAL Service**

Post Office gets a private rival (with illus) p22, Nov.28

**POTASSIUM**

Tricky metals that cool it (with illus) p112, Nov.7

**POWDER Ridge Rock Festival**

Rock festivals: groovy but no gravy (with illus) p20, Aug.8

**POWELL, Sally**

Book Review p6, Dec.12

**POWER**

A power crisis that looks permanent (with map and illus) p14, Oct.3

Utilities put faith in Old Faithful (with illus) p50, Oct.3

Power study is blueprint for other industry p40, Oct.10

Power crisis coming (Editorial) p114, Oct.10

Reserve power for the East (with map) p92, Oct.10

Entries in the power plant race p87, Oct.24

Commentary: Guidelines for nuclear power (with illus) p50, Dec.5

**PRATT, Osvaldo**

CPC: momentum from a foreign affiliate (with illus) (Special Report) p64, Dec.19

**PRESIDENTS (U.S.)**

Montgomery: 'Hail to the Chiefs' p10, Oct.31

**PRICE/Earnings**

Readers Report: For P/E ratio of 10 # p4, Oct.17

**PRICES**

Does the price index tell a straight story? (with chart) p46, July 11

Nonferrous prices start to corrode (with chart) p21, July 18

Metals show some signs of price weakness p18, July 18

Prices are rising less rapidly now p12, July 25

The CEA sounds a muted alert (with chart) p75, Aug.15

President Nixon could now freeze the economy with wage and price controls # p32, Aug.22

Cost-of-living increases slow down a bit p16, Aug.29

The first signs of softer prices (with chart) p14, Sept.5

Gas producers name their price p18, Sept.5

Soybean exports jump to new highs (with chart) p30, Sept.12

Gold price bounces with demand (with chart) p28, Sept.12

A price surprise from GM's Vega (with illus) p23, Sept.12

The strike gives Pinto a head start (with illus) p31, Sept.19

What makes prices rise? (with chart) p122, Sept.19

Softness in nonferrous metals prices p12, Oct.3

The 1971 cars: heading for the price you want p81, Oct.3

A countertrend in steel pricing p27, Oct.10

A political test for policy (with chart) p25, Oct.10

Readers Report: Administered prices # p4, Oct.17

Unit pricing chalks up some surprises (with illus) p80, Oct.31

Silver may bounce when it's dropped (with chart) p33, Nov.7

The OECD's bitter medicine for inflation (with chart) p92, Nov.21

A tougher tack on inflationary hikes (with illus) p23, Nov.21

Why sulfur hit its long slide p52, Nov.21

GM starts up and hikes prices p22, Nov.28

The slowdown in price increase goes into reverse p19, Dec.5

Up go car prices—again # p32, Dec.5

Where price rises cheer an industry (with chart) p30, Dec.5

World resources: hard times for copper (with illus) p35, Dec.5

Christmas prices take the down escalator (with illus) p14, Dec.26

Food for thought # p66, Dec.26

**PRIME Rate**

The first slice off the prime rate (with illus) p35, Sept.19

This prime cut is closely tied to money conditions p21, Sept.26

Will the Fed now follow the banks? (with chart) p32, Sept.26

A nudge toward a lower prime (with chart) p24, Nov.14

The prime rate cut may not be enough p19, Dec.26

**PRINTING and Publishing**

West Germany: Publisher's deal goes awry (with illus) p28, Aug.1

Time Inc.: The free-spending days are over (with chart and illus) p52, Aug.8

Simon & Schuster signs up # p26, Nov.7

Finis for Pergamon battle # p32, Nov.21

**PRITZKER, Donald N.**

A hotel chain rises to rival the giants (with illus) p101, Sept.19

**PRIVATE Placements**

Private lenders yank the welcome mat (with chart) p78, Dec.12

**PROCESS Controls**

GE tries harder on process controls p52, Oct.17

**PRODUCTION**

Production falls to the lowest point since late 1968 p17, July 18

# Short News Item

## PRODUCTIVITY

Readers Report: Productivity challenge p4, July 11

Productivity group has trouble with manpower p30, July 11

Warming up the first inflation alert (with illus) p29, July 18

Too much talent to waste on window dressing (Editorial) p102, July 18

Why it's so tough to boost productivity (with chart) p64, July 25

Second quarter: improvement in productivity p12, Aug.8

Productivity group sticks to productivity (with illus) p74, Aug.15

The synergy that made America grow (with chart and illus) p68, Oct.17

More productivity is a must (with chart) (Special Report) p183, Oct.17

Spotlight now on productivity unit p43, Oct.24

Productivity will score huge gains p14, Oct.31

Measuring how office workers work (with illus) p54, Nov.14

Job targets with a realistic look (with chart) p46, Dec.26

**PROGRESS Sharing**

What GM's pact means to industry (with illus) p96, Nov.21

**PROJECT on Corporate Responsibility**

Ralph Nader becomes an organization (with illus) p86, Nov.28

**PROJECT 647 Satellites**

East-West race stays in orbit (with illus) p28, Nov.14

**PROJECT Transition**

Making civilians out of soldiers (with illus) p68, Sept.26

**PROLER Steel Corp.**

Readers Report: Pioneer shredder p5, Dec.12

**PROMOTIONAL Sweepstakes**

See Sweepstakes

**PROSPECTUS (The War in Vietnam)**

An offer to sell the Vietnam War (with illus) p20, Sept.5

Readers Report: Where to get it p7, Sept.26

**PROXMIRE, William**

Proxmire seems to have the edge (with illus) p78, Sept.26

**PSYCHOLOGY Today**

A field of knowledge fetches \$21-million (with illus) p19, Aug.8

**PUBLIC Interest**

Tax exemption to groups that litigate in the public interest on consumer and environmental issues # p32, Nov.7

Setting up a public-interest law firm # p38, Nov.21

**PUBLIC Interest Research Group**

Ralph Nader becomes an organization (with illus) p86, Nov.28

**PUBLISHER'S Memo**

For 17 years we have maintained a full-time news bureau in Detroit (with illus) p7, Aug.15

The Cities department reports on the relatively new practice of urban design (with illus) p5, Aug.22

**BUSINESS WEEK Awards for Business Citizenship** (with illus) p5, Sept.19

A panel of BUSINESS WEEK editors appears before business groups to answer questions about the economic outlook (with illus) p5, Oct.17

The BUSINESS WEEK Guide to Personal Business (with illus) p5, Nov.28

BUSINESS WEEK defined the word and made the term "multinational company" familiar to businessmen p7, Dec.19

**PUERTO RICO**

Puerto Rico tries to cure sugar's ills (with map) p61, Oct.10

Readers Report: Topsy-turvy island (with illus) p4, Oct.31

**PUPPET Shows**

Christmas shows for store windows (with illus) p33, Dec.12

## Q

**QUINN, William J.**

The mood is inflation gray (with illus) p16, Nov.28

## R

**RCA Corp.**

RCA fires a broadside at No. 1 (with illus) p82, Sept.19

A new field for RCA # p54, Oct.17

A video cartridge bows to muffled applause (with illus) p100, Nov.14

**RTKL, Inc.**

Making cities better places to live (with cover and illus) p36, Aug.22

**RACES**

America's Cup: viewing an offshore classic p90, July 25

An auto race where cleanliness counts (with map and illus) p90, Aug.15

The challenger from France (with illus) p36, Aug.15

Auto racing: Here comes the California 500 (with illus) p70, Sept.5

**RACIAL Discrimination**

The pressure builds for open housing (with map) p61, July 11

Lefrak goes to the ghetto (with illus) p28, Aug.15

Nixon bias suits get a political tag (with illus) p21, Dec.26

**RACING**

Ford pulls off the track p22, Nov.28

**RADIATION**

Radiation foes get overheated (with illus) p24, Nov.21

**RADIO**

TV looks tempting to McGraw-Hill p24, Nov.7

"Project Sanguine"—a bombproof \$1-billion underground radio communications grid # p38, Nov.21

**RAILPAX**

A starting signal for better trains p35, Oct.24

Now the Railpax row will begin (with illus) p38, Nov.28

Vanishing rider service # p68, Dec.5

**RAILROAD Labor Act**

Too many breakdowns (Editorial) p124, Sept.19

**RAILROAD Passengers, National Assn. of**

The passenger's friend (with illus) p30, Aug.1

**RAILROADS**

Congress keeps brake on all rail aid (with illus) p15, July 4

What hope for New Hope? (with illus) p21, July 25



Penn Central gets its new engineers (with illus) p20, July 25

New president for Penn Central # p23, Aug.15

Readers Report: Emergency boards p6, Aug.15

Penn Central: a new chief with new plans (with illus) p48, Aug.22

The freight car shortage gets worse (with illus) p78, Sept.5

Rail freight's rising rates # p20, Sept.5

Readers Report: Against the wall p7, Sept.12

Will the TurboTrain survive? (with illus) p82, Sept.19

The Penn Central's noose draws tighter p18, Oct.3

Can Heineman peddle a deadhead? (with chart and illus) p19, Oct.3

Readers Report: TT vs. TACV p7, Oct.24

More woes for Penn Central # p38, Oct.24

A starting signal for better trains p35, Oct.24

Transportation needs an overhaul (with cover and illus) (Special Report) p68, Nov.14

A way out — by rail (Editorial) p116, Nov.14

Readers Report: The happy commuter p4, Nov.14

Penn Central sees a hope in Congress p25, Nov.14

How to keep up on the Penn Central p32, Nov.21

End of the line for railroad # p68, Dec.5

Vanishing rider service # p68, Dec.5

The Jersey Central's life after death (with illus) p72, Dec.12

#### Laber

Throttling down the rail crisis (with illus) p78, July 18

The fireman's job runs out of steam (with illus) p76, Aug.15

Railroads roll, but . . . # p39, Sept.19

Exit the fireman (Editorial) p92, Oct.3

Hard bargaining around the bend (with illus) p25, Nov.14

Pressure builds for a rail strike (with illus) p53, Dec.5

Rail fight goes another round (with illus) p41, Dec.19

#### RALPH Nader, Inc.

Ralph Nader becomes an organization (with illus) p86, Nov.28

#### RAMBIN, J. Howard

Texaco's master returns to the helm (with illus) p36, Sept.19

#### RAMCO Enterprises, Inc.

Stetson heads for the last roundup (with illus) p40, Dec.19

#### RAMEY, James

Why the AEC dropped Battelle (with illus) p110, Nov.21

#### RAMO, Simon

A diversified quartet p43, Dec.5

How TRW is bucking the recession (with illus) p42, Dec.5

#### RANDOLPH, C. C.

Publisher's Memo: For 17 years we have maintained a full time news bureau in Detroit (with illus) p7, Aug.15

Publisher's Memo: The Cities department reports on the relatively new practice of urban design (with illus) p5, Aug.22

Publisher's Memo: BUSINESS WEEK Awards for Business Citizenship (with illus) p5, Sept.19

# Short News Item

Publisher's Memo: A panel of BUSINESS WEEK editors appears before business groups to answer questions about the economic outlook (with illus) p5, Oct.17

The BUSINESS WEEK Guide to Personal Business (with illus) p5, Nov.28

Publisher's Memo: BUSINESS WEEK defined the word and made the term "multinational company" familiar to businessmen p7, Dec.19

#### RANK Xerox, Ltd.

How to get along with local partners (with illus) (Special Report) p76, Dec.19

#### RANKINE Engines

Entries in the power plant race 87, Oct.24

#### RAPID Transit

Help for mass transit # p21, Oct.3

#### RAYNES, Burt F.

Aerospace tries to pick up the pieces (with cover, chart, table and illus) p48, Dec.12

#### REACTOR (Fast Flux Test)

Why the AEC dropped Battelle (with illus) p110, Nov.21

#### READERS Report

Letters from: Marvin B. Humphrey, James B. O'Connell, Donald J. Collins, Peter Learmount, D. H. Rudolph, William E. Wall, W. H. Mueller, Joseph J. Lane, Jr., John Anthony, Al Reis p4, July 4

Letters from: L. H. Cornell, George H. Brown, (Mrs.) A. Pauline Dandeneau, David M. Egan, D. W. MacGlashan, C. J. L. Schofield, George L. Davis, Joseph W. Labine, John W. Siversten p4, July 11

Letters from: Joseph L. Hirschfield, Allen J. Newcomb, H. H. Mauer, James E. Tubman, Irene B. Baker, Pamela A. Morehead, R. L. Falconer, P. D. Slap, John U. Morris, W. R. Wilson, and Mariano Navarro-Rubio p6, July 18

Letters from: Philip G. Hudson, Keith C. Giles, Robert Feinschreiber, J. D. Bolton, William Schwebel, Herbert S. Colton, Peter A. Ulin, John A. McComb, Sister Dorothy McCormick, O. William Battaglia p4, July 25

Letters from: R. J. Blank, Eugene H. Rosen, Jean Bach, Ph.D., Ruth Carter Johnson, Jay Klees, Colin N. Jones, (Mrs.) Jane H. Lindquist, Robin Carpenter, Gloria W. Freundlich p4, Aug.1

Letters from: George E. Carden, Frank N. Ikard, Douglas D. Linton, Randolph Gregg, Jack H. Rines, Walter Lee, William J. Lux, Gerald P. McCarthy, Thomas H. Fox, James M. Strong, Russell F. Treptow p4, Aug.8

Letters from: James D. Hodgson, Richard L. Schober, A. Thomas Easley, Richard J. Phillips, David K. Eitman, Herbert B. Knight, Rod Vandivert p6, Aug.15

Letters from: (Miss) K. Deibert, Russell Baker, Henry P. deVries, Thomas B. Morris, Jr., Randall Taubenheim, G. J. Pellon, G. Rodocanachi, Howard T. Hovde, Gary Shamley, and Daniel E. Hogan, Jr. p4, Aug.22

Letters from: Alfredo Muratori, Jr., Frederick G. Smith, Walter T. McHale, Russell S. Reynolds, Jr., Ben Stauffacher, Michael N. Russell, Michael J. Whiteman, Robert G. Averill, C. G. H. Dreyfus, H. C. Walton p4, Aug.29

Letters from: Clifford Carpenter, Leo C. Henzl, Jr., Joseph F. Koenen, Adele Brown, Harry E. Dixon, John E. Lonn, Ben Baxt, R. W. Otterson, Robert W. Armstrong, George F. Mueden, Jr., James R. Tye, Jacques M. Lecouturier, Martin H. Meyerson, p4, Sept.5

Letters, from: Robert A. Geremia, Arthur W. Hamm, Justus O'Reilly, Gary R. Beels, Laurence M. Wassong, Frederic Greenberg, Hubert Lee, A. P. Miller, F. Taylor Ostrander, Zecharia Chafee III and Thomas Kopriva p6, Sept.12

Letters from: M. A. Gilleo, George James, M.D., E. Gerald Hurst, Jr., Martin E. Nusskern, H. B. Knight, Sylvia C. Post, Don E. Irish p4, Sept.19

Letters from: Jim Bastian, James L. Waller, J. N. Landreth, James W. Bachman, Thomas L. Kearns, Ronald A. Glantz, Edward M. Meyers, Jerome M. Schlakman, Allen H. Stix, William G. Reamer, Brook H. Beyers p6, Sept.26

Letters from: Mary Stewart Nathiello, John L. Everhart, Thomas Whitehead, Lewis T. Hardy, Thomas Markworth, Francis E. Hall, Eugene D. Miller, and John P. Gaeth p4, Oct.3

Letters from: R. James Lotz, Jr., Charles F. Savana, H. F. Sykes, Mrs. Mary Orr, John Moxon, Jean-Louis Servan-Schreiber, James L. Atkins, Harold B. Green, Donald C. Howey, Douglas G. Stenson, A. Zeno p6, Oct.10

Letters from: G. W. Trivoli, R. E. Waltz, James A. Healey, Dave Schoenfeld, Richard S. Anderson, George Altomare, Alain D. Dekar, John P. Chibowski p4, Oct.17

Letters from: John C. Duffy, Leonard Woodcock, Steven D. Norton, Antony C. Sutton, Arthur B. Sinkler, William G. White, Alan R. Cripe, Arthur J. Connolly, Mrs. John M. Meloney p6, Oct.24

Letters from: Lawrence Trainor, H. R. Drew, Harry L. David, Marvin F. Mail, Orlando Sala, Julio Fernandez, Narmo L. Ortiz, Eugene S. Cooper, Melvin Pollack, Robert F. Testin, Laurel B. Gonter, William Marlin p4, Oct.31

Letters from: Mrs. Owen Hazel, J. J. Dapice, William S. Foster, Morris Tyler, Dominic Nardelli, Frank W. Parmelee, Jr., Donald M. Forsyth, Geoffrey Duffield, Hugo Ferguson, Walter R. Supina p6, Nov.7

Letters from: Frederick Marlich, R. E. Coleman, Joan Murray, Dorothy W. Petrie, Barbara L. Piasta, Charles A. Rodenberger, Paul S. Ashbrook, William McChesney Wallace, Ralph G. Kennedy III, Rudi Maletz p4, Nov.14

Letters from: Frank Wesner, Andrew J. Dermond, R. T. Glembocki, Michael Schinagel, Frank Sinex, James C. Long, Pierre Belmont, J. Reynolds, Lon Hatton, Howard Lionel Bergenfeld and Arthur F. Underwood p4, Nov.21

Letters from: Peter Mecklenburg, W. Sidney Taylor, F. S. Kennedy, E. M. Williams, Philip G. Baker, Wilbur Cross, Herbert Mandelbaum, John Joss, Mrs. William A. Hardcastle, Marvin L. Warner p4, Nov.28

Letters from: Fred R. Place, John H. Guinan, Richard Diercks, Joseph H. Bragdon, Jr., John J. Giba, Robert Pollack, George F. McDonnell, Norman Hoffman and Leonard G. Collins p8, Dec.5

Letters from: George T. Shea, M. J. Schulenburg, J. S. Hamilton, Omer Chaput, P. S. Wilson, Richard Suiter, Mrs. Roberta Bergman, Robert E. Hicks, Elliott L. Lewis, Louis H. Pollak, Israel Proler p4, Dec.12

Letters from: Gus Stern, Alan A. Magee, Annette Rosenstiel, Robert Farrell, G. E. Schrafenberger, Earl N. Hoekenga, J. D. Harris, Stanley "G" Alexander, Henry A. Sherwood and Julian O. Read p6, Dec.19

Letters from: Harlan E. Oehler, Bechir Belkhiria, J. W. Drinnon, John M. Burnham, Samuel B. Winram, Philip J. Klass, Kurt Gronowski, Dean L. Ritchhart, Don L. Chesshir and Louis R. Winski p4, Dec.26

#### REAL Estate

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

A master builder of real estate deals (with chart) p128, Sept.12

The trials of Penn Central's sweetheart (with illus) p46, Oct.17

New antitrust target # p26, Nov.28

Why offices stay unrented (with illus) p83, Dec.5

#### REAL Estate Syndicates

Hot sales in property shares (with illus) p34, Nov.28

Real estate syndications are big-time again p83, Nov.28

#### REAPPORTIONMENT

How the census shapes the vote (with map) p46, Nov.28

#### RECESSION

The debate on whether the United States is in a recession p22, Sept.26

A \$100-billion recession gap p12, Oct.3

The cycle riders take a new turn (with illus) p66, Oct.3

Readers Report: Next question? p4, Oct.31



**RECIPES**

Computer aid for kitchens # p23, Aug.22

**RECREATIONAL Vehicles**

Knudsen finds a home on wheels (with illus) p94, Nov.14

**RECRUITING**

Deducting executive recruitment fees is getting easier # p74, July 4

Readers Report: Placement fees p5, July 25

Job search: tips on putting out feelers p89, July 25

A red carpet for blue collars p76, Aug.15

**RECTRANS, Inc.**

Knudsen finds a home on wheels (with illus) p94, Nov.14

**RECYCLING**

Turning junk and trash into a resource (with cover, table, chart, illus) (Special Report) p66, Oct.10

Readers Report: Salvaging trash p5, Oct.31

**REEDER, Charles B.**

A tall economist with a low profile (with illus) p74, Nov.28

**REESE, Warren**

The products of a psychedelic age (with illus) p82, Aug.1

**REFUSE**

In the dumps over garbage (with illus) p62, Sept.12

Turning junk and trash into a resource (with cover, table, chart, illus) (Special Report) p66, Oct.10

**REGULATORY Agencies**

Nixon sends up an Ash balloon (with illus) p24, Aug.29

Regulating the regulators (Editorial) p84, Sept.5

**REID, Charlotte T.**

A vacant seat on the Federal Communications Commission # p38, Nov.21

**RELIANCE Electric Co.**

Putting customer demands first (with illus) p62, Nov.28

**RENAULT**

Renault's coup is not all that it seems p79, Sept.19

**REPUBLICANS**

See also Elections

For a tougher spending ceiling # p32, Aug.15  
Election issues shape up as crime vs. jobs p45, Sept.19

Goodell a pawn in Nixon drive to win Senate p39, Oct.10

The rich GOP gets richer (with illus) p100, Oct.10

Republican loyalists who lost out in last week's election # p38, Nov.14

**RESEARCH**

Critics blame DuBridge for research losses p36, July 18

R&D jockeys for a place on study agenda p34, Aug.1

College war labs wear camouflage (with table and illus) p36, Oct.3

The brain drain changes its direction (with chart) p56, Oct.10

Pentagon juggles its contractors (with table) p82, Nov.14

**RESERVATIONS World**

Reservations World will speed your hotel bookings # p66, Aug.8

# Short News Item

**RESOURCE Recovery Act**

Turning junk and trash into a resource (with cover, table, chart, illus) (Special Report) p66, Oct.10

**RESTAURANTS**

Haute cuisine customers go on a diet (with illus) p36, Oct.31

Readers Report: For short rations p4, Nov.28

From chilli to chateaubriand p57, Dec.26

**RETAILING**

Fifth Avenue turns into a mall (with illus) p22, July 18

The style for fall is lean and anxious (with illus) p16, Aug.15

Stores try to crack the people problem (with illus) p52, Sept.19

Retail sales still sluggish, but prospects improve p28, Sept.19

Retail stores get scarcer # p60, Oct.3

Stuck with the midi and pushing hard (with illus) p106, Oct.10

New-car shortage puts retail sales into reverse p22, Oct.10

Men's shops are gaudy, not rich (with illus) p20, Nov.28

Ward's stores go 'modular' (with illus) p21, Nov.28

It's Christmas or never for the big stores (with illus) p25, Dec.5

Christmas prices take the down escalator (with illus) p14, Dec.26

**REVENUE Sharing**

State upsets may speed revenue sharing p31, Nov.7

Tax-sharing needs help from back home p38, Nov.14

Revenue-sharing lobby mobilizes (with illus) p82, Dec.5

**REVERSE Osmosis**

A new fiber to clean water (with illus) p83, Dec.12

**REX Chainbelt, Inc.**

The fallout from a 'friendly' merger (with illus) p32, Oct.24

**REX, Robert**

Utilities put faith in Old Faithful (with illus) p50, Oct.3

**REYNOLDS (R. J.) Industries, Inc.**

Kidde's seagoing days are over (with illus) p29, Nov.21

Where cigarette men go after TV (with cover, chart and illus) p64, Nov.21

**RHEINGOLD Corp.**

Rheingold's rise with the Mets (with illus) p60, Aug.22

**RHODESIA**

Readers Report: Rhodesian position p5, July 11

**RIBICOFF, Abraham**

Consumer power grows in Congress (with illus) p20, July 11

**RICARDO, David**

Making Ricardo's prophecy come true (with chart and illus) (Special Report) p60, Dec.19

**RICCARDO, John J.**

Chrysler tries without a mini (with illus) p58, Sept.5

**RICE (Cyrus William) Div.**

Down to the mine in space suits (with illus) p83, Dec.12

**RICHARDS, Ron**

Conference calls become fun (with illus) p101, Dec.5

**RICHARDSON, Elliot**

Elliot Richardson is getting appointments troubles # p30, Sept.5

**RICKOVER, H. G.**

Readers Report: Admirable Admiral p4, Dec.26

**RIFLES**

Will the M-16 be made in Korea? (with illus) p116, Oct.24

**RIGBY, Harry**

Another reprise of Broadway blues (with illus) p34, Sept.19

**RILEY, Edward P.**

How TRW is bucking the recession (with illus) p42, Dec.5

A diversified quartet p43, Dec.5

**RILEY, James F.**

A fast switch in semiconductors (with illus) p16, Sept.5

Intersil: Upstart with talent (with illus) p70, Sept.12

**RINGLING Bros.-Barnum & Bailey**

Synergistic mergers # p21, Dec.26

**RINGWALD, George**

Book Review p10, Dec.5

**RIVERS**

The waterway that couldn't be done (with map and illus) p124, Sept.12

**RIZZO, Frank L.**

Tough vs. moderate cops (with illus) p38, Dec.12

**ROAN Selection Trust**

Zambia: A friendly takeover in the Copperbelt (with map) p24, Aug.22

**ROBBINS, Dr. Frederick**

A grim diagnosis for medical schools (with illus) p82, July 25

**ROBINSON & Co.**

New battles boil up over the trust fund (with illus) p20, Oct.3

**ROCHE, James M.**

Mighty GM faces its critics (with cover, chart and illus) p72, July 11

Warming up the first inflation alert (with illus) p29, July 18

**ROCHEFORT, Joseph J., Jr.**

Generators get in fighting trim (with illus) p45, Sept.5

**ROCKEFELLER Family**

Doing well by doing good p74, Oct.31

**ROCKET Research Corp.**

Clearing the air in the orchards p40, July 25

**ROCKETS and Missiles**

Firepower grows in the tinderbox (with table) p72, July 18

The Air Force fights to save Minuteman (with illus) p110, Oct.10

East-West race stays in orbit (with illus) p28, Nov.14

Boeing sales soar, but not for long (with illus) p26, Nov.21

Less for hardware (with illus) p52, Dec.12

**ROCKETT, John**

Science takes on a burning question (with illus) p42, Aug.15

**ROCKWELL, George B.**

It takes more than a banker to run a bank (with illus) p38, Nov.7

**ROEDEL, Fred B.**

A motel room at bargain rates (with illus) p20, Aug.22

**ROGERS, Archibald C.**

Making cities better places to live (with cover and illus) p36, Aug.22

**ROLLEI Werke**

How Rollei plans to snap back (with illus) p99, Oct.24

**ROLLS-Royce, Ltd.**

A U.S. contract runs Rolls-Royce into trouble p79, Nov.14

**ROMNES, H. I.**

A new voice at New York Telephone (with chart and illus) p60, Sept.5

**ROMNEY, George**

Prebuilt homes come a long way (with illus) p27, July 18

Heavy fighting shakes Model Cities (with illus) p65, Aug.1

Breakthrough: up against the wall p62, Aug.8

**ROSOW, Jerome M.**

Nixon is stepping up his pitch for blue-collar support # p34, Aug.29

**ROTH, Arthur**

Country pants take over the town (with illus) p50, July 4

**ROTHSCHILD, Baron Guy de**

Rothschilds boost holdings in metals p86, Nov.7

**ROUSE, James**

Publisher's Memo: BUSINESS WEEK Awards for Business Citizenship (with illus) p5, Sept.19

**ROVER**

Boeing sales soar, but not for long (with illus) p26, Nov.21

**ROYAL Dutch/Shell Group**

A Briton wins top spot in the Shell empire (with illus) p40, Oct.24

**ROZELLE, Pete**

Rozelle referees a strike settlement (with illus) p19, Aug.8

**RUBENSTEIN, Sam**

A salmon packer hits a golden run (with illus) p33, July 25

**RUBIN, Cyma**

Another reprise of Broadway blues (with illus) p34, Sept.19

**RUBIN, Jerry**

Wanted: superman for college president (with illus) p58, Sept.19

**RUBINSTEIN, Helena**

See Helena Rubinstein, Inc.

**RUCKELSHAUS, William D.**

The big new Environmental Protection Agency # p38, Dec.5

**RUDELL, Allan R.**

Honeywell tries to make merger work (with cover, chart and illus) p92, Sept.26

**RULISON (Project)**

Will nuclear blasts boost gas supplies? (with map) p21, Aug.1

**RUMANIA**

Rumania: A Communist talks business (with illus) p28, Oct.31

**RURAL Development**

Nixon seeks new patterns for growth p31, Nov.28

# Short News Item

**RUSSIA**

See Soviet Union

**RYAN, James**

How to resurrect bricks from ashes (with illus) p48, Aug.1

**S****S & C News**

How to keep up on the Penn Central p32, Nov.21

**SALT**

See Strategic Arms Limitation Talks

**SACKETT, Ross D.**

How CBS cones with TV pressures (with cover and illus) p58, July 4

**SAFEGUARD**

The Safeguard illusion (Editorial) p76, Aug.8

The peace bonanza that went bust (with chart) p66, Sept.5

The Air Force fights to save Minuteman (with illus) p110, Oct.10

**SAFETY**

The pressure is on for safer products (with table) p36, July 4

Unsafe in any grade # p25, Aug.29

Congressional fight over job safety legislation # p34, Aug.29

Agency to set standards and test consumer products # p34, Aug.29

Safety bill in jeopardy (with illus) p112, Sept.19

A faster road to a safer car (with illus) p23, Oct.31

Coal producers breathe easier p26, Nov.7

Readers Report: Compensation without compassion p6, Nov.7

Job hazards hit the bargain table (with illus) p88, Dec.12

**SAFEWAY Stores**

Readers Report: Please, Mrs. Gonter p5, Oct.31

**ST. Regis Paper Co.**

Old ads never die # p66, Dec.26

**SALARIES**

Readers Report: Eye on executive pay p6, July 18

A confusing payday for men at the top (with illus) p80, Oct.10

Bosses take a cut in pay increases (with table) p49, Oct.17

How colleges cope with the red ink (with chart and illus) p56, Nov.21

White-collar militants # p90, Dec.12

The dollars and cents of working abroad (with table) (Special Report) p88, Dec.19

**SALES Clerks**

Stores try to crack the people problem (with illus) p52, Sept.19

**SALIK, Charles E.**

A California bank with a Swiss puzzle (with illus) p27, Sept.12

**SALZMAN, Herbert**

OPIC deadlock ends # p26, Nov.28

**SAMUELS, Howard J.**

The No. 1 bookie makes his play (with illus) p50, Nov.14

**SAMUELSON, Paul A.**

The laureate of New Economics (with illus) p90, Oct.31

**SAN FRANCISCO, Calif.**

Making cities better places to live (with cover and illus) p36, Aug.22

A city fights for its skyline (with illus) p35, Oct.24

The leisure time headaches at Transamerica (with chart and illus) p40, Oct.31

**SAN JOSE, Calif.**

Correcting San Jose's boomtime mistakes (with map and illus) p74, Sept.19

**SANDERS, Howard**

Gray skies for black admen (with illus) p81, Oct.31

**SANDOVAL, Hilary, Jr.**

Sandoval stands siege at the SBA (with illus) p60, July 18

**SANDVIK Steel**

A big edge on tool costs (with illus) p98, July 25

**SANGUINE (Project)**

"Project Sanguine"—a bombproof \$1-billion underground radio communications grid # p38, Nov.21

**SANTAS (Sidewalk)**

Sidewalk Santa is not their bag (with illus) p37, Dec.19

**SARNOFF, Robert**

RCA fires a broadside at No. 1 (with illus) p82, Sept.19

**SATELLITES**

Can satellites replace Western Union's bikes? (with illus) p20, Aug.15

AT&T and Comsat wire a deal on satellites p49, Oct.17

A prospector takes to the sky (with illus) p104, Nov.14

East-West race stays in orbit (with illus) p28, Nov.14

**SATO, Eisaku**

Backing Sato to ease the strain with the U.S. p64, Oct.3

**SATURDAY Evening Post**

The resurrection of the Satevepost (with illus) p29, Nov.14

**SATURN V**

Boeing sales soar, but not for long (with illus) p26, Nov.21

**SAUL, Ralph S.**

Why big traders worry industry (with cover, chart, table and illus) (Special Report) p52, July 25

Why Wall Street can't cope (with illus) (Special Report) p166, Oct.17

The gambling game on Wall Street (with cover, chart and illus) p58, Oct.31

Challenges for the next SEC chairman (with illus) p28, Nov.21

**SAVINGS**

New rules on annuities, savings plans p74, Sept.5

The public changes its saving ways (with illus) p34, Oct.24

**SAVINGS & Loan Assns.**

Will variable rates cure S&L's woes? (with illus) p32, July 4

**SCAMMON, Richard**

Unions aim for the blue-collar vote (with illus) p48, Sept.5

**SCANNERS**

A prospector takes to the sky (with illus) p104, Nov.14

**SCENIC Hudson Preservation Conference**

Con Ed wins a license # p23, Aug.22

**SCHAFER, Carl**

How colleges cope with the red ink (with chart and illus) p56, Nov.21

**SCHLIEDER, Willy**

An EEC rule—but no test yet (with illus) (Special Report) p132, Dec.19

**SCHLITZ (Jos.) Brewing Co.**

Belgium: Schlitz goes flat in Europe again (with illus) p23, Dec.26

**SCHMIDT (C.) & Sons, Inc.**

A Sunday afternoon truce # p103, Nov.14

**SCHNEIDER, John A.**

How CBS copes with TV pressures (with cover and illus) p58, July 4

**SCHOLZ (Donald J.) & Co.**

Corporate life was not for him (with illus) p116, Sept.26

**SCHOOLS**

See also Colleges and Universities

Prep schools: admissions look easy now p88, July 18

The customers pass the test—or else (with table and illus) p42, Sept.12

Prescott: "A World of Our Own" (with illus) p8, Oct.24

Business takes care of the kiddies (with illus) p50, Oct.31

Readers Report: Tea and pink napkins p4, Nov.14

Legal aides for busy lawyers (with illus) p62, Dec.26

Do broker exams make the grade? (with illus) p54, Dec.26

**SCHOONMAKER (A. G.) Co.**

A loser's victory helps contractors p74, Oct.3

**SCHOTTE, Douglas J.**

The \$5-million that disappeared (with illus) p17, Aug.15

**SCHWEPPE (U. S. A.) Ltd.**

A taste of water # p103, Nov.14

**SCIENCES Management Corp.**

A high flier moves down (with illus) # p38, Oct.24

**SCIENTIFIC Resources, Inc.**

Coke's migrants get a new deal (with illus) p109, Nov.14

**SCIENTISTS**

The brain drain changes its direction (with chart) p56, Oct.10

**SCOTLAND**

Scotland's bonnie boom in electronics (with illus) p26, July 4

**SCOTT Paper Co.**

Paper: The 50-50 empire that Scott built (with illus) p27, Aug.29

**SCRAP**

Better scrap comes in from the cold (with illus) p54, Oct.31

Readers Report: Reliance's wiry horses (with illus) p7, Nov.7

**SEABORG, Glenn T.**

Why the AEC dropped Battelle (with illus) p110, Nov.21

**SEAQUARIUM**

How to make escapism pay (with illus) p112, July 11

# Short News Item

**SEARS, Roebuck & Co.**

Nearer the sky in Chicago (with illus) # p25, Aug.1

**SEATTLE**

Goodbye Seattle # p71, Oct.24

**SEATTLE-Tacoma International Airport**

A new airport shows the way (with illus) p33, Dec.26

**SECRETARIES**

Readers Report: Girl Friday p5, Aug.1

Readers Report: Measuring your secretary p5, Dec.26

**SECURITIES****Bonds**

The bond market: a patch of blue (with chart) p15, July 11

Eurobonds get caught in the squeeze (with chart) p74, July 18

Bond yields wither # p24, July 25

Bonds quiet down as investors have second thoughts p14, Aug.15

Will the sun shine again on convertibles? (with chart) p104, Sept.26

Convertibles: ready for a comeback p107, Sept.26

Rating bonds for a price # p21, Oct.3

The bottomless pit of capital demand (with chart and illus) (Special Report) p158, Oct.17

Bond issues roll up votes # p26, Nov.7

A solid switch to long-term debt (with chart) p22, Nov.7

The markets dance to the new Fed tune (with chart) p17, Nov.28

Besieged Viatron fights bankruptcy p20, Dec.26

**Stocks**

Ney: The Wall Street Jungle (with illus) p6, July 4

Big Board commissions # p25, July 4

Backing and filling is better than down (with chart) p19, July 11

Investments: How to manage your portfolio p105, July 11

Why big traders worry industry (with cover, chart, table and illus) (Special Report) p52, July 25

Readers Report: The missing decimal p4, Aug.22

The week when the bear turned tail (with chart) p18, Aug.29

Oils show some of the old pizzazz (with table) p24, Sept.5

An offer to sell the Vietnam war (with illus) p20, Sept.5

Readers Report: Struggle for survival p6, Sept.12

Faster wheels of Justice # p30, Sept.12

Protecting investors # p39, Sept.19

Money for housing # p33, Sept.26

A fight over where to sue Four Seasons p20, Oct.3

Tranquility brings a Wall Street surge (with chart) p30, Oct.10

The odds favor the blue chips p88, Oct.10

Why Wall Street can't cope (with illus) (Special Report) p166, Oct.17

The bottomless pit of capital demand (with chart and illus) (Special Report) p158, Oct.17

Housing stocks raise the roof (with table) p92, Oct.24

Stock market sees reason to cheer p24, Nov.14

Yearend tax selling: trickier chore p97, Nov.14

Europe: A new sign points to monetary union p28, Nov.28

The market finally takes the high road (with chart) p27, Dec.5

Another probe of Wall Street # p32, Dec.5

**SECURITIES & Exchange Commission**

Mineral search for the wealthy (with illus) p24, Aug.8

Open wider, please # p26, Oct.31

Fresh start for the SEC (Editorial) p124, Nov.21

Challenges for the next SEC chairman (with illus) p28, Nov.21

Key SEC study is under a cloud (with chart and illus) p76, Dec.12

Private lenders yank the welcome mat (with chart) p78, Dec.12

Censorship by SEC (Editorial) p68, Dec.26

**SECURITIES Investor Protection Corp.**

What if the broker goes broke? (Editorial) p116, July 11

Loss protection, but for whom? (with illus) p28, Aug.22

Protection fund in a cross fire p20, Sept.5

Investor insurance—now (Editorial) p126, Sept.26

When relations with your broker break down p91, Oct.31

Challenges for the next SEC chairman (with illus) p28, Nov.21

Stripping secrecy from the Big Board (with cover and illus) p70, Nov.28

Unfinished business (Editorial) p104, Dec.5

**SECURITIES School**

Do broker exams make the grade? (with illus) p54, Dec.26

**SECURITY**

Federal building security # p44, Oct.24

New York as 'Bomb City' # p32, Nov.14

**SELDEN, Armistead I.**

Laird finds a salesman for arms aid p44, Oct.24

**SELECTIVE Service**

See Military Service

**SELF-Insurance**

You can't buy the insurance you need (with cover, chart and illus) p64, Nov.7

**SELIN, Ivan**

The new mission of systems analysis (with illus) p70, July 4

**SEMICONDUCTOR Memory Module**

Why cores could become just a memory (with illus) p60, Dec.26

**SEMICONDUCTORS**

Varadyne goes the full circuit (with illus) p58, July 18

Fairchild thinks the worst is over p18, Aug.8

Semiconductors suffer the most p65, Aug.15

A European glut in semiconductors (with illus) p18, Aug.22

A fast switch in semiconductors (with illus) p16, Sept.5

Intersil: Upstart with talent (with illus) p70, Sept.12

Why Sylvanian's out of semiconductors p29, Oct.10

Confounding the semiconductor industry (with illus) p44, Nov.21

A bush leaguer finally scores p24, Nov.28

**SEMINARS**

Doubts about the seminars # p15, Dec.26



**SENSORS**

A prospector takes to the sky (with illus) p104, Nov.14

**SERVAAS, Beurt**

The resurrection of the Satevepost (with illus) p29, Nov.14

**SERVAN-Schreiber, Jean-Jacques**

France: Foreign investors feel new warmth (with illus) p23, Sept.5

France: L'Express breaks with tradition (with illus) p34, Sept.26

**SERVAN-Schreiber, Jean-Louis**

France: L'Express breaks with tradition (with illus) p34, Sept.26

**SERVICE Industries**

The synergy that made America grow (with chart and illus) p68, Oct.17

**SERVICE Support Module**

A new industry looks at itself p88, Nov.14

**SEWING**

A \$3-billion boom in home sewing (with illus) p56, Oct.3

**SEWING Machines**

Without a stitch (with illus) # p33, Sept.26

**SHAPIRO, Paul E.**

Legal aides for busy lawyers (with illus) p62, Dec.26

**SHAREHOLDERS Capital Corp.**

Why a broker needs a fund (with illus) p24, Oct.3

**SHARK Leather**

Sharkskin snaps at wider markets (with illus) p81, July 4

**SHELL Oil Co.**

Shell's \$25-million trip to Houston (with illus) p68, Sept.19

Shell goes South # p54, Oct.17

Will the sale go on? # p32, Dec.5

Nixon orders more oil (with map) p16, Dec.12

**SHEPARD, Horace A.**

How TRW is bucking the recession (with illus) p42, Dec.5

A diversified quartet p43, Dec.5

**SHEPARD, Stephen**

Book Review p8, Dec.19

**SHEPHERD, William G., Jr.**

Book Review p6, July 4

**SHEPLEY, James**

Time Inc.: The free-spending days are over (with chart and illus) p52, Aug.8

**SHERMAN, Gordon B.**

Separate roads for Midas and son (with illus) p32, Oct.10

Readers Report: Midas touch p5, Oct.31

**SHERWOOD, Henry A.**

How toying about led to a discovery (with illus) p68, Oct.31

**SHIMAMURA, Takeo**

Moving images a Japanese way (with illus) p30, Aug.29

**SHIP-A-Shore Co.**

Where women man the ship (with illus) p80, July 25

**SHIPBUILDING**

The battle over destroyers keeps afloat p29, July 4

# Short News Item

**SHIPS and Shipping**

How to run a really tight ship (with illus) p26, July 11

Britain: Dock strikers deliver a punch (with illus) p26, July 25

Pressure mounts to tap domestic oil (with illus) p17, July 25

A steelmaker casts an eye on the Gulf (with map) p22, July 25

Jones Act: U.S. waters for U.S. ships (with illus) p46, Aug.15

Nuclear carrier sails into the budgeters' sights p34, Aug.29

Money runs thin for Cunard sisters (with illus) p17, Sept.5

Matson alters its course p74, Sept.26

A trucker takes to the sea and air (with cover and illus) p44, Oct.3

Readers Report: Slipped anchor # p5, Oct.17

The merchant navy gets a military role (with illus) p24, Oct.31

Kidde's seagoing days are over (with illus) p29, Nov.21

The Japanese set sail for New York (with illus) p32, Dec.26

**SHOES**

Are imports killing off U.S. industries? (with chart and illus) p76, July 25

**SHOP-by-Phone**

Static in shop-by-phone # p52, Nov.7

**SHOP-Trak**

Detroit tries a U-turn on warranties (with illus) p44, July 25

**SHOPLIFTING**

Readers Report: Sounds of shoplifting p5, Aug.1

Readers Report: Shopper's lament p4, Aug.8

**SHOVELS**

France: A shovel maker digs up profits (with illus) p36, Oct.10

**SHRIKE**

Stacking up arms as talk runs out (with illus) p38, Sept.19

**SHULTON, Inc.**

Synergistic mergers # p21, Dec.26

**SHULTZ, George P.**

The first faint signs of optimism (with illus) p14, July 25

Strains showing on Nixon team: Shultz vs. CEA p31, Aug.15

**SHUMWAY, Forrest N.**

Signal pulls out of gas stations (with illus) p17, Sept.5

**SIGNAL Cos., Inc.**

Signal pulls out of gas stations (with illus) p17, Sept.5

**SIGNETICS Corp.**

A fast switch in semiconductors (with illus) p16, Sept.5

Intersil: Upstart with talent (with illus) p70, Sept.12

**SIGNS (Electronics)**

Capturing the commuter's eye # p109, Oct.10

**SILVER**

Nonferrous prices start to corrode (with chart) p21, July 18

Silver may bounce when it's dropped (with chart) p23, Nov.7

**SILVERWARE**

The innkeepers' industrial impact (with illus) p34, Aug.8

**SIMMONS Co.**

Moving out of the bedroom (with illus) p98, Dec.5

**SIMMONS, Grant G., Jr.**

Moving out of the bedroom (with illus) p98, Dec.5

**SIMMONS, Samuel**

Aluminum predicts 'upward stability' (with illus) p30, Nov.14

**SIMON & Schuster, Inc.**

Simon & Schuster signs up # p26, Nov.7

**SIMON, Herbert**

Making a B-school relevant (with cover and illus) p58, Dec.5

**SIMPLEX Wire & Cable Co.**

A take-charge guy in venture capital (with illus) p72, Oct.24

**SIMS, James**

Correcting San Jose's boomtime mistakes (with map and illus) p74, Sept.19

**SINDLINGER & Co.**

Consumer alive, but barely p34, Dec.19

**SINGAPORE**

Singapore: Magnet for eager manufacturers (with illus) p23, Aug.8

**SINGER Co.**

U.S. recession starts taking its toll abroad p65, Aug.15

A \$3-billion boom in home sewing (with illus) p56, Oct.3

**SKIING**

Skilling season: on the trail of new equipment p103, Nov.7

**SKYWAYS**

Aerial walkways: big plans for the future (with map and illus) p48, Dec.26

**SLATER, Robert**

An adverse tide hits offshore funds (with illus) p50, Oct.17

**SMALL Business Administration**

Sandoval stands siege at the SBA (with illus) p60, July 18

**SMALL, John**

Gray skies for black admen (with illus) p81, Oct.31

**SMALLPOX**

Closing in on three killers (with illus) p107, Oct.24

**SMITH, J. Henry**

A video cartridge bows to muffled applause (with illus) p100, Nov.14

**SMITH, James, Jr.**

GM dealers sing the slowdown blues (with illus) p30, Oct.24

**SMITH Kline & French**

Without a stitch (with illus) # p33, Sept.26

**SMITHERS (F. S.) & Co.**

A brand new house for Mickey Mouse p42, Nov.14

**SMUGGLING**

Latin America: Where smuggling is accepted (with map) p24, Aug.15

**SNYDER, Jimmy (the Greek)**

The No. 1 bookie makes his play (with illus) p50, Nov.14

**SOAP and Detergents**

A race to clean up without pollution p21, Aug.29

Detergents go down the drain # p32, Nov.14



**SOCIAL Capital Goods**

Out to clean up if peace comes (with illus) p32, Oct.3

**SOCIAL Investment Projects**

A new storm hits the World Bank (with chart and illus) p100, Sept.26

**SOCIAL Security**

Nixon's welfare drive gets stalled in the Senate p29, July 11

**SODIUM**

Tricky metals that cool it (with illus) p112, Nov.7

**SOFT Drinks**

Olympade chases Gatorade # p60, Oct.3

Bikers take a powder # p102, Dec.5

**SOUSER, Kenneth**

What hope for New Hope? (with illus) p21, July 25

**SOUTH AFRICA**

Britain: Builder heaves a brick at apartheid (with illus) p36, Sept.26

A black and white issue faces Polaroid (with illus) p32, Nov.14

**SOUTH VIETNAM**

Vietnam: Inflation remains a tenacious enemy p40, Oct.24

Vietnamization spells more aid (with illus) p112, Oct.24

**SOUTHEAST ASIA**

Bloodworth: An Eye for the Dragon (with illus) p12, Oct.17

**SOUTHERN Methodist University**

How to manage a professor (with illus) p40, Aug.22

**SOVIET Union**

Cold war in Glen Cove # p32, July 18

Soviets narrow the power gap p70, July 18

Firepower grows in the tinderbox (with table) p72, July 18

Ads that pierce the iron curtain p30, July 18

Launching joint ventures in space (with illus) p86, July 25

New moves coming in Soviet trade p52, Aug.1

Soviet-German trade is due to improve p66, Aug.15

Pooling brains to study the atom (with illus) p56, Aug.22

Russia signs a long-term metals deal with West p54, Aug.22

Daimler dickers for a truck plant in Russia p51, Aug.29

Renault's coup is not all that it seems p79, Sept.19

Pisar: Coexistence & Commerce (with illus) p6, Oct.3

A door to Russia's storehouse opens (with map) p32, Oct.10

Soviet military outlays crimp the home front p78, Oct.10

Readers Report: Already there p6, Oct.24

The Russians may open a bank in Frankfurt p77, Oct.24

East-West race stays in orbit (with illus) p28, Nov.14

U.S. team advises Russians on quality in housing p66, Nov.28

Britain's wish to sell computers to the Russians # p40, Dec.26

**SOYBEANS**

Speculators whet their appetites (with chart) p19, July 11

# Short News Item

Soybean exports jump to new highs (with chart) p30, Sept.12

**SPACE Exploration**

Von Braun: the next decade in space (with illus) p66, July 4

Launching joint ventures in space (with illus) p86, July 25

Joining Europe in space (with illus) p120, Sept.26

Cancellation of two Apollo flights # p30, Oct.3

Pact in space (Editorial) p118, Oct.24

NASA is struggling to halt the slide in spending for its programs # p38, Dec.5

**SPACE Shuttle**

Von Braun: the next decade in space (with illus) p66, July 4

Joining Europe in space (with illus) p120, Sept.26

Boeing sales soar, but not for long (with illus) p26, Nov.21

**SPACE Snooper**

A prospector takes to the sky (with illus) p104, Nov.14

**SPACE Station**

Joining Europe in space (with illus) p120, Sept.26

**SPACE Suits**

Down to the mine in space suits (with illus) p83, Dec.12

**SPACE Tug**

Joining Europe in space (with illus) p120, Sept.26

**SPAIN**

Dictators look for likely successors p64, Oct.3

**SPANGLE, Clarence W.**

Honeywell tries to make merger work (with cover, chart and illus) p92, Sept.26

**SPARKMAN, John**

Homebuilders think more constructively (with illus) p16, July 25

**SPECIALISTS**

Ney: The Wall Street Jungle (with illus) p6, July 4

**SPERRY Rand Corp.**

Supercomputers join the lineup p65, Nov.14

**SPORCK, Charles E.**

Confounding the semiconductor industry (with illus) p44, Nov.21

**SPORTS**

Japan: The frantic race for a leisurely life (with illus) p28, Aug.1

Tennis joins the big-business set (with illus) p56, Aug.29

**SPOT Heaters, Inc.**

Clearing the air in the orchards p40, July 25

**SPRINGER, Axel**

West Germany: Publisher's deal goes awry (with illus) p28, Aug.1

**STADIUMS**

A strike lays low an arena (with illus) p50, Oct.10

**STAGGERS, Harley**

Another probe of Wall Street # p32, Dec.5

**STAL-Laval**

Squeezing power out of thin air (with illus) p76, Aug.1

**STANCRAFT Products Co.**

Playing card maker does a neat trick (with illus) p40, July 11

**STANDARD Oil Co. (Ohio)**

Justice vs. Sohio # p33, Sept.26

**STANS, Maurice**

The push for more quotas gets going (with illus) p17, July 4

Cabinet resignation rumors # p30, Dec.26

**STANTON, Frank**

How CBS copes with TV pressures (with cover and illus) p58, July 4

**STANWICK Corp.**

Tracking travel agents # p52, Nov.7

**STARK, L. Duane**

Coke's migrants get a new deal (with illus) p109, Nov.14

**STATE Street Bank & Trust Co.**

It takes more than a banker to run a bank (with illus) p38, Nov.7

**STATES**

States bite hard despite elections (with table) p116, Sept.19

The resurgence of state power (with illus) (Special Report) p102, Oct.17

Virginia: a state with a new style (with map and illus) (Special Report) p104, Oct.17

State upsets may speed revenue sharing p31, Nov.7

**STATES—Personal Income**

Layoffs start to take their toll (with table) p82, July 4

A few signs point up (with table) p74, Aug.8

Signs of trouble at the end of the slide (with table) p52, Sept.5

Wages rise, but jobs are mired (with table) p90, Oct.3

Wages reflect the slow pace (with table) p61, Nov.7

A record low for wage gains (with table) p80, Dec.5

**STEEL**

Steel industry may begin to feel the pinch p12, July 4

Ford's advice to suppliers # p26, July 11

Wary steel users run for early cover (with chart) p20, July 18

A steelmaker casts an eye on the Gulf (with map) p22, July 25

Are imports killing off U.S. industries? (with chart and illus) p76, July 25

A pay hike for steelworkers p61, Aug.8

A new inflow of European steel to hit U.S. p56, Sept.5

Quota backfires for steelmakers (with chart) p24, Sept.12

Steel is not in a spending mood (with illus) p33, Sept.19

Steelworkers talk tough (with illus) p68, Oct.3

A countertrend in steel pricing p27, Oct.10

At J&L, the auto strike hurts (with illus) p27, Oct.10

A new pattern for basic steel? (with illus) p78, Nov.7

Cost-price vise squeezes steel (with table) p21, Nov.7

Steel workers talk tough # p110, Nov.14

Steel strike threat (Editorial) p104, Dec.5

Steel braces for hedge buying (with illus) p18, Dec.26

**STEIN, Herbert**

Changes on Level Two p37, Nov.21

**STERLING Airways**

Europe: Little airlines that seek new skies (with illus) p22, Oct.3

**STETSON (John B.) Co.**

Stetson heads for the last roundup (with illus) p40, Dec.19

**STEWART-Warner Corp.**

Capturing the commuter's eye # p109, Oct.10

**STIGLER, George**

Does the price index tell a straight story? (with chart) p46, July 11

**STIRLING Homex Corp.**

Prebuilt homes come a long way (with illus) p27, July 18

**STOCK Options**

A confusing payday for men at the top (with illus) p80, Oct.10

Bosses take a cut in pay increases (with table) p49, Oct.17

**STOKELY-Van Camp, Inc.**

Bikers take a powder # p102, Dec.5

**STOKES, Carl B.**

Stokes' general takes his leave (with illus) p62, Aug.8

The troubles that face Carl Stokes (with illus) p44, Dec.19

**STONE & Allied Products Workers**

Uniting the miners # p110, Nov.14

**STOP-Smoking Cruise**

Kicking the habit on the high seas (with illus) p31, Sept.26

**STOTT, William R.**

A take-charge guy in venture capital (with illus) p72, Oct.24

**STRACHWITZ, Count Artur**

Art for the sake of speculation p24, July 4

**STRASSBURG, Bernard**

FCC lets everyone in on data action p30, July 18

**STRATEGIC Arms Limitation Talks**

The Air Force fights to save Minuteman (with illus) p110, Oct.10

**STRAUSS, Levi**

Country pants take over the town (with illus) p50, July 4

**STRICKLAND, Harold A., Jr.**

Out to clean up if peace comes (with illus) p32, Oct.3

**STRIKE Insurance**

Shooting down strike pacts (with illus) p90, Oct.24

**STUDENTS Opposing Unfair Trade Practices (SOUP)**

The consumer's friend at school (with illus) p90, Oct.31

**SUBMARINES**

The Air Force fights to save Minuteman (with illus) p110, Oct.10

Submarine construction contracts to be awarded soon # p30, Dec.26

**SUBURBS**

The golden days are gone in suburbia (with cover, chart and illus) p34, Sept.5

Cuyahoga Heights: Utopia in suburbia p39, Sept.5

Suburbia, come home (Editorial) p84, Sept.5

Readers Report: Suburbia replies (with illus) p4, Oct.3

Readers Report: Tenpins and people (with illus) p7, Oct.10

# Short News Item

Where the cities meet the suburbs (with illus) (Special Report) p84, Oct.17

When companies go suburban (with illus) p58, Dec.12

**SUKARNO**

Bloodworth: An Eye for the Dragon (with illus) p12, Oct.17

**SULFUR**

Why sulfur hit its long slide p52, Nov.21

**SULLIVAN, Fred R.**

Kidde's seagoing days are over (with illus) p29, Nov.21

**SUNDAY**

Selling on Sunday # p102, Dec.5

**SUNDLUN, Bruce G.**

The bizarre case of Executive Jet (with illus) p80, Oct.24

**SUNGLASSES**

Sunglasses: Shapes are wild p73, July 4

**SUPERFORWARDER System**

Transportation needs an overhaul (with cover and illus) (Special Report) p68, Nov.14

**SUPERMARKETS**

Supermarket shelf space allotment # p46, Sept.19

Unit pricing chalks up some surprises (with illus) p80, Oct.31

Grow power in groceries # p52, Nov.7

**SUPERMARKETS General Corp.**

Discounting: a food chain reaction (with illus) p44, Sept.26

**SUPERSONIC Transport**

SST promoters not sure they could produce a majority vote # p40, Sept.26

**SURVEYS**

Keeping track of trends # p66, Dec.26

**SUTTON, Tom**

Madison Avenue goes multinational (with table and illus) (Special Report) p48, Sept.12

**SWAP Funds**

Federated breaks the fund mold (with illus) p98, July 11

**SWEDEN**

A big edge on tool costs (with illus) p98, July 25

Squeezing power out of thin air (with illus) p76, Aug.1

Sweden: The EEC's reluctant applicant p29, Nov.7

How Palme copes with change (with illus) p29, Nov.7

The superfood from the sea (with illus) p112, Nov.14

A junk-car tax for Sweden # p32, Dec.5

**SWEEPSTAKES**

McDonald's on the grill # p24, July 25

Sweepstakes may go on the griddle p34, Aug.1

**SWEETENERS (Artificial)**

Diet foods containing cyclamates treated officially as "drugs" # p36, July 18

**SWITZERLAND**

A California bank with a Swiss puzzle (with illus) p27, Sept.12

Bank takes a beating # p39, Sept.19

Cocoa futures leave bitter taste p32, Sept.26

Why watchmakers are all wound up (with table and illus) p86, Oct.3

Europe: Little airlines that seek new skies (with illus) p22, Oct.3

Switzerland: Fines wound a gun maker p35, Dec.5

Finding ways to beat the tax bite (with illus) (Special Report) p107, Dec.19

**SYKES Datatronics, Inc.**

New tape devices cut cost of speed p70, Oct.31

**SYLVANIA Electric Products, Inc.**

Why Sylvania's out of semiconductors p29, Oct.10

**SYNDICATES (Real Estate)**

Hot sales in property shares (with illus) p34, Nov.28

**SYNOPTIC Systems Corp.**

Stores try to crack the people problem (with illus) p52, Sept.19

**SYRIA**

Firepower grows in the tinderbox (with table) p72, July 18

**SYSTEMS Analysis**

The new mission of systems analysis (with illus) p70, July 4

Readers Report: Systems approach p4, Sept.19

**T****T-A Materials, Inc.**

How to resurrect bricks from ashes (with illus) p48, Aug.1

**TRW, Inc.**

How TRW is bucking the recession (with illus) p42, Dec.5

A diversified quartet p43, Dec.5

**TAIWAN**

Taiwan: A base for U.S. companies (with illus) p38, July 11

**TALERICO, Samuel**

How Eatontown took the shutdown (with illus) p18, Aug.15

**TANKS**

A retreat from gold-plated contracts (with illus) p96, July 11

West Germany: Leopard tanks roll up sales p23, Oct.3

**TARIFFS**

The trade bill becomes a Nixon victory p31, Aug.15

**TAUBER, Burton R.**

An offer to sell the Vietnam war (with illus) p20, Sept.5

**TAXATION**

Deducting executive recruitment fees is getting easier # p74, July 4

Tax withholding goes down starting with the July salary check # p74, July 4

Readers Report: Unimpressed p4, July 11

Travel and taxes: What to claim p106, July 11

If you've been trying to rent your summer place this year # p88, July 18

Cold war in Glen Cove # p32, July 18

Treasury mulls a value-added tax p44, Aug.1

The 109th anniversary of the income tax # p30, Aug.8

Another cliffhanger p32, Aug.15

How to revive capital spending: write-offs draw Treasury's eye (with chart) p58, Aug.22

Stimulating investment (Editorial) p84, Aug.22

Ways & Means must change its ways p33, Aug.29

Readers Report: Taxing question p5, Sept.5

New rules on annuities, savings plans p74, Sept.5

The golden days are gone in suburbia (with cover, chart and illus) p34, Sept.5

Estate plans: girding for a shake-up p97, Sept.19

Treasury abandons a dying lead tax p29, Sept.26

Tax withholding speedup will reduce the deficit p29, Oct.3

Campaign contributions bear the dollar burden 100% # p82, Oct.3

A confusing payday for men at the top (with illus) p80, Oct.10

Tax deductions: parties and advisers p96, Oct.24

Income tax safeguards p95, Oct.24

Tax exemption to groups that litigate in the public interest on consumer and environmental issues # p32, Nov.7

Tax-sharing needs help from back home p38, Nov.14

Year-end tax selling: trickier chore p97, Nov.14

The loopholes hidden in tax reform p50, Nov.28

A long-term gift plan for the kids # p84, Nov.28

The office-at-home deduction # p84, Nov.28

A junk-car tax for Sweden # p32, Dec.5

Nixon weighs new tax breaks for business p29, Dec.12

Finding ways to beat the tax bite (with illus) (Special Report) p107, Dec.19

#### State and Local

States bite hard despite elections (with table) p116, Sept.19

#### TAYLOR Business Institute

Communication gap # p26, Nov.28

#### TEACHERS

Teacher shortage turns into a surplus (with illus) p18, Aug.22

Readers Report: Third-grade PhDs p7, Sept.26

Communication gap # p26, Nov.28

#### TEACHING Machines

Business takes care of the kiddies (with illus) p50, Oct.31

#### TEANECK, N. J.

The golden days are gone in suburbia (with cover, chart and illus) p34, Sept.5

#### TECHNOLOGISTS

Where technologists are now 'obsolete' (with illus) p30, Sept.26

#### TECHNOLOGY

The pressure is on for safer products (with table) p36, July 4

R&D jockeys for a place on study agenda p34, Aug.1

The Rockwell game plan starts to work (with illus) p80, Sept.26

In industry, sheer size really pays (with illus) (Special Report) p172, Oct.17

The engineers of the body (with illus) p49, Dec.5

Why cores could become just a memory (with illus) p60, Dec.26

#### TECHNOLOGY Commentary

Face-to-face with the power crisis (with illus) p52, July 11

Commentary: Guidelines for nuclear power (with illus) p50, Dec.5

#### TECHNOLOGY Transfer

Knowhow jumps the language barrier (with illus) (Special Report) p120, Dec.19

# Short News Item

#### TED Bates & Co.

A hard sell and handcuffs # p63, Nov.28

#### TELDEC

Color TV spins onto the screen (with illus) p70, Aug.8

#### TELE Mart Enterprises, Inc.

A hungry wait # p21, Oct.3

Static in shop-by-phone # p52, Nov.7

#### TELECOMMUNICATIONS

Data transmitters deluge the FCC p63, Nov.14

#### TELEFUNKEN

Color TV spins onto the screen (with illus) p70, Aug.8

#### TELEGRAMS

Can satellites replace Western Union's bikes? (with illus) p20, Aug.15

#### TELEPHONES

Phone rate-setting raises more static p22, Oct.31

How Commissioner Johnson bugs Ma. Bell (with illus) p63, Nov.14

Conference calls become fun (with illus) p101, Dec.5

Meter reading by telephone p86, Dec.12

#### TELERAIL Automated Information Network

The freight car shortage gets worse (with illus) p78, Sept.5

#### TELESESSION Co.

Conference calls become fun (with illus) p101, Dec.5

#### TELEVISION

Home entertainment sales sound sweeter (with illus) p24, July 4

How CBS copes with TV pressures (with cover and illus) p58, July 4

GE's hookup for business conferees p24, July 11

A TV package nobody pays for (with illus) p80, Aug.1

Color TV spins onto the screen (with illus) p70, Aug.8

New TV season: an eye on social problems p120, Sept.12

TV lengthens its endless summer (with illus) p26, Sept.12

TV looks tempting to McGraw-Hill p24, Nov.7

Suing to stop TV violence # p32, Nov.14

A Sunday afternoon truce # p103, Nov.14

Where cigarette men go after TV (with cover, chart and illus) p64, Nov.21

Networks to cut prime time gladly (with illus) p27, Nov.21

Readers Report: Ban on bans p4, Dec.12

Super rate for Superbowl TV # p66, Dec.26

Christmas commercials aimed at children will be rerun for Congressional hearings # p30, Dec.26

A bright spark for cigarette makers (with table) p64, Dec.26

Barnouw: 'The Image Empire' (with illus) p6, Dec.26

Tobacco men and equal time # p21, Dec.26

#### TELEVISION (Cartridge)

A video cartridge bows to muffled applause (with illus) p100, Nov.14

#### TENDER Offers

Fighting off Flying Tiger (with illus) p19, Aug.15

#### TENNESSEE Valley Authority

TVA: Coal gets cheaper, or else (with map) p52, Nov.21

#### TENNIS

Tennis joins the big-business set (with illus) p56, Aug.29

Readers Report: Tennis shots (with illus) p7, Sept.26

#### TEST Data

Government test data are no buyer's guide p26, Oct.31

#### TEXACO, Inc.

Texaco's master returns to the helm (with illus) p36, Sept.19

#### TEXAS

More oil from Texas # p23, Aug.15

Texans take a shot at state's bar ban p28, Nov.14

#### TEXAS Instruments, Inc.

A European glut in semiconductors (with illus) p18, Aug.22

#### TEXTILES

The chemical industry to decide whether half a quota is better than none # p30, July 4

Europeans may press for new textile talks p71, July 25

Are imports killing off U.S. industries? (with chart and illus) p76, July 25

Readers Report: Fighting it out p5, Sept.5

Stakes high in new bid for textile pact p31, Oct.31

Mergers in the textile industry # p32, Nov.28

Help for textile company # p32, Nov.28

Germany: BASF trips on synthetic fibers (with illus) p24, Dec.26

#### TEXTRON, Inc.

Texttron: built to diversify (with illus) (Special Report) p118, Oct.17

#### THAYER, W. Paul

A tough pilot takes the stick at LTV (with illus) p28, July 18

LTV recounts its many ills (with illus) p42, Dec.19

#### THEATERS

Another reprise of Broadway blues (with illus) p34, Sept.19

Broadway beat: radio favorites Bob Elliot and Ray Goulding # p82, Oct.3

The London hit, Conduct Unbecoming; The first big musical of the season: The Rothschilds # p96, Oct.24

Home; Les Blancs; Sleuth # p82, Dec.12

#### THEFTS

How to foil credit-card thieves # p109, Oct.10

#### THEMIS Project

College war labs wear camouflage (with table and illus) p36, Oct.3

#### THINK Languages

Readers Report: Think tank (with illus) p5, Aug.8

#### THIRD Market

The gambling game on Wall Street (with cover, chart and illus) p58, Oct.31

#### THOMPSON, J. Peter

The gambling game on Wall Street (with cover, chart and illus) p58, Oct.31

#### THORNE Ecological Foundation

Nature study, executive style (with illus) p19, July 4

#### THORPE, Merle L.

Plasma: the lab toy that grew up (with illus) p74, Aug.22



**TIME, Inc.**

Time, Inc.: The free-spending days are over (with chart and illus) p52, Aug.8

TV looks tempting to McGraw-Hill p24, Nov.7

**TIMES Mirror Co.**

The new Times (with illus) p43, Dec.26

They found newspapers best after all (with illus) p42, Dec.26

**TIMEX Corp.**

Why watchmakers are all wound up (with table and illus) p86, Oct.3

**TIMM, Bernhard**

Germany: BASF trips on synthetic fibers (with illus) p24, Dec.26

**TIRES**

New cars: How the tires stack up p154, Oct.17

Readers Report: Square wheels p4, Nov.21

**TITANIUM Carbide**

A big edge on tool costs (with illus) p98, July 25

**TOBIAS, Charles S.**

Varadyne goes the full circuit (with illus) p58, July 18

**TOMORROW Productions, Inc.**

GE starts entertaining # p24, Dec.12

**TONKA Corp.**

Tonka learns not to toy with success (with illus) p38, Aug.1

**TOOLS**

Drop in orders for machine tools signals a trend p12, July 4

Toolmakers put on a show of hope (with chart) p25, July 18

The computer moves in on machine shops (with illus) p88, Sept.19

The tool builders grapple for markets p33, Sept.26

**TOOTHPASTE**

The FDA gargle # p25, Aug.1

An outfit that raises British eyebrows (with illus) p96, Nov.7

**TORONTO**

See Canada

**TORRAX**

Melting waste into 'urban ore' p98, July 25

**TOURIST Trade**

Summer travel: a report from Colorado p74, July 4

Readers Report: Misguided zeal p5, July 4

Travel and taxes: What to claim p106, July 11

Vacationer's guide to the Northwest p87, July 18

CAB wants the affinity back in flying (with illus) p94, July 25

There's room at the top resorts p70, Aug.1

Grand Bahama: The big binge is over (with map and illus) p54, Aug.1

U.S. customs when you return across the border # p66, Aug.8

The worldwide boom in jet-age hotels (with cover, table and illus) p32, Aug.8

Reservations World will speed your hotel bookings # p68, Aug.8

Nova Scotia: an idyllic spot for fishing p65, Aug.8

Hong Kong: the Orient's allure and its bargains p69, Aug.29

Kicking the habit on the high seas (with illus) p31, Sept.26

# Short News Item

Anti-cholera shots standard precaution for some American travelers # p82, Oct.3

Travel scene: trips to the Middle East p82, Oct.3

Travel scene: Midway to the Caribbean # p96, Oct.10

Business travel: the scene in Chicago p92, Oct.31

Businessman's guide to Toronto p106, Nov.21

Travel report: action in lower Georgetown p84, Nov.28

"Jamaica rum is very fine. It gets to you . . . in half the time" p82, Dec.12

Tough times after the holidays (with illus) p18, Dec.26

**TOWER, John**

Critics slice at NLRB power (with illus) p61, Aug.8

**TOWNSEND, Lynn A.**

Chrysler tries without a mini (with illus) p58, Sept.5

**TOWNSEND, Robert**

Peter F. Drucker: Court jesters to business (with illus) p8, Sept.5

**TOYOTA Motor Sales, U.S.A.**

The fast pace of Japanese cars (with illus) p42, Aug.8

**TOYS**

Diversification is Mattel's game (with illus) p32, July 25

Tonka learns not to toy with success (with illus) p38, Aug.1

How toying about led to a discovery (with illus) p68, Oct.31

**TRANS World Airlines**

Middle East: Dealing with the hijackers (with illus) p34, Oct.10

TWA will duck a payment # p38, Oct.24

TWA books space on the IBM system p88, Oct.31

Who will pay for the burned-out 747? (with illus) p64, Dec.5

TWA's troubled skies # p24, Dec.12

**TRANSAMERICA Corp.**

The leisure time headaches at Transamerica (with chart and illus) p40, Oct.31

Readers report: View of Transamerica p9, Dec.5

**TRANSFER Pricing**

Finding ways to beat the tax bite (with illus) (Special Report) p107, Dec.19

**TRANSISTOR-Transistor Logic**

Confounding the semiconductor industry (with illus) p44, Nov.21

**TRANSPORTATION**

Tokyo monorail wins its comeback fight (with illus) p56, July 11

Help for mass transit # p21, Oct.3

Why America may become a parking lot (with illus) (Special Report) p92, Oct.17

Transportation needs an overhaul (with cover and illus) (Special Report) p68, Nov.14

Express to chaos (Editorial) p116, Nov.14

White House eyes deregulation route p29, Nov.21

Readers Report: Overhauling transport p6, Dec.19

An open lane for commuter buses (with illus) p20, Dec.26

**TRASH**

See Refuse

**TRAVEL Agents**

Tracking travel agents # p52, Nov.7

**TRI-STATE Logic**

Confounding the semiconductor industry (with illus) p44, Nov.21

**TRILLION Dollar Economy**

The trillion-dollar economy (with cover, map, charts, and illus) (Special Report) p65, Oct.17

The U.S. can still make the biggest the best (Editorial) p192, Oct.17

Readers Report: The trillion-dollar issue p5, Nov.14

Readers Report: Hope and despair p8, Dec.5

**TROWBRIDGE, Alexander B.**

NICB snares Trowbridge # p21, Aug.8

**TRUCKS and Trucking**

A bird that hoots if drivers doze p53, July 4

Businessmen unite behind trucking pact p16, July 4

A setback in the war on inflation (with illus) p14, July 11

Why United Parcel admits its size (with illus) p94, July 18

A trucker takes to the sea and air (with cover and illus) p44, Oct.3

Transportation needs an overhaul (with cover and illus) (Special Report) p68, Nov.14

Army bogs down over a new truck (with illus) p92, Nov.28

**TRUDEAU, Pierre E.**

The violence has economic roots (with illus) p36, Oct.24

**TSAL, Gerald, Jr.**

Why big traders worry industry (with cover, chart, table and illus) (Special Report) p52, July 25

**TUCKER, Gardiner L.**

The new mission of systems analysis (with illus) p70, July 4

**TULSA, Okla.**

The waterway that couldn't be done (with map and illus) p124, Sept.12

**TUNISIA**

Readers Report: Welcome to the Maghreb p4, Dec.26

**TUNNEY, John V.**

Congress: How the power has shifted (with illus) p17, Nov.7

**TURKEYS**

The turkey carves a year-round market (with illus) p30, Nov.21

**TURNKEY Projects**

Lefrak goes to the ghetto (with illus) p28, Aug.15

**TWENTIETH Century Fund**

A bad review for performance (with illus) p26, Aug.15

**U****UAL, Inc.**

A dogfight downs United's top man (with illus) p16, Dec.26

**ULMS**

See Underwater Long-Range Missile System

**UIHLEIN, Robert A., Jr.**

Belgium: Schlitz goes flat in Europe again (with illus) p23, Dec.26

**ULMER, Melville J.**

Book Review p9, Nov.7

**UNDERWATER Long-Range Missile System (ULMS)**

The Air Force fights to save Minuteman (with illus) p110, Oct.10

Less for hardware (with illus) p52, Dec. 12

**UNEMPLOYMENT**

See Employment

**UNION Carbide Corp.**

The hot battle over antifreeze p54, Aug.15

Treating waste in greater haste (with illus) p106, Nov.7

The heady growth in women's wigs (with illus) p32, Sept.5

**UNION Oil Co. of California**

Jones Act: U. S. waters for U. S. ships (with illus) p46, Aug.15

**UNIT Pricing**

Unit pricing takes a fall # p25, July 4

Unit pricing chalks up some surprises (with illus) p80, Oct.31

Readers Report: Unit pricing p4, Nov.21

Readers Report: Unit pricing p5, Nov.28

Readers report: Shoppers and prices p8, Dec.5

**UNITED Air Lines**

An airline 'secret' gets hit by flak (with illus) p74, Sept.26

**UNITED Arab Republic**

Firepower Grows in the tinderbox (with table) p72, July 18

**UNITED Auto Workers**

UAW sees peril in foreign parts (with illus) p80, July 11

Auto talks take the direct route (with illus) p17, July 25

On the long, rocky road to an auto contract (with table) p60, Aug.1

The UAW makes ready # p23, Aug.15

Both sides talk tough in Detroit (with table) p16, Aug.22

After the offer: collision course in Detroit (with illus) p13, Sept.5

Talks grind down toward the deadline (with illus) p22, Sept.12

Detroit stalemate: a blow for recovery (with cover and illus) p30, Sept.19

A strike that hurts (Editorial) p124, Sept.19

The GM strikers' mood is militant (with illus) p26, Sept.26

Farm equipment talks bog down p70, Oct.3

Back to the big table (with illus) p24, Oct.10

General Motors strike is in for a long haul # p40, Oct.10

Auto talks fail to melt the ice p43, Oct.17

GM's strike is not just a GE rerun (with illus) p31, Oct.24

Readers Report: UAW's position p6, Oct.24

Local 22 shows how it's done (with illus) p88, Oct.24

The UAW: Getting poorer and tougher (with illus) p75, Oct.31

Glimmers of light in GM blackout p18, Nov.7

Payless paydays take their toll (with illus) p19, Nov.7

The cost of getting rolling again (with illus) p22, Nov.14

What GM's pact means to industry (with illus) p96, Nov.21

Ford settlement copies GM model (with illus) p18, Dec.12

Caterpillar by a nose # p21, Dec.26

# Short News Item

**UNITED Brands Co.**

Bold start for AMK and United Fruit p22, July 4

Food for thought # p30, Sept.12

**UNITED California Bank in Basel**

Cocoa futures leave bitter taste p32, Sept.26

**UNITED California Bank of Los Angeles**

A California bank with a Swiss puzzle (with illus) p27, Sept.12

Bank takes a beating # p39, Sept.19

**UNITED Federation of College Teachers**

Communication gap # p26, Nov.28

**UNITED Fruit Co.**

Bold start for AMK and United Fruit p22, July 4

**UNITED Mine Workers**

The big coal crisis burns itself out (with illus) p74, Dec.5

Boyle's new math # p90, Dec.12

**UNITED Parcel Service**

Why United Parcel admits its size (with illus) p94, July 18

Readers Report: Up UPS p5, Aug.8

Readers Report: No small help p7, Sept.12

Readers Report: Courteous route p7, Nov.7

**UNITED STATES Chamber of Commerce**

How were your fringes? # p90, Dec.12

**UNITED STATES Information Agency**

Ads that pierce the iron curtain p30, July 18

**UNITED STATES Investment Fund**

Bonn makes it rough for Gramco (with illus) p84, Oct.10

**UNITED STATES Oil of Louisiana, Inc.**

Oilman Mecom taps the Chapter 10 field (with illus) p24, Dec.5

Mecom turns to Chapter 11 # p24, Dec.12

**UNITED STATES Postal Service**

Mailman's overtime doesn't go through p50, Dec.19

**UNITED STATES Steel Corp.**

A countertrend in steel pricing p27, Oct.10

Battle over bias charges # p50, Dec.19

Nixon bias suits get a political tag (with illus) p21, Dec.26

**UNITED STATES Supreme Court**

Burger's court gets back to business (with table) p72, Oct.3

Blackmun begins his Supreme Court career # p44, Oct.24

**UNIVAC Div.**

Supercomputers join the lineup p65, Nov.14

**UNIVERSAL Education Corp.**

Business takes care of the kiddies (with illus) p50, Oct.31

**UNIVERSAL Marion Corp.**

Using liquidation as a strategy p34, Oct.3

**UNIVERSAL Oil Products Co.**

GM's smog cutter # p54, Oct.17

**UNIVERSITY Computing Co.**

A creditor's grip on Ling and LTV p54, Oct.17

**UNOX System**

Treating waste in greater haste (with illus) p106, Nov.7

**UNSER, Al**

Auto racing: Here comes the California 500 (with illus) p70, Sept.5

**UOZUMI, Shinichi**

Madison Avenue goes multinational (with table and illus) (Special Report) p48, Sept.12

**URBAN Fellows**

A practical way to get involved (with illus) p80, Nov.28

**URBAN Ore**

Melting waste into 'urban ore' p96, July 25

**USERY, Willie J., Jr.**

The architect of rail peace (with illus) p114, Sept.12

Rail fight goes another round (with illus) p41, Dec.19

**UTILITIES**

Coal woes blacken utilities outlook (with illus) p18, July 4

Face-to-face with the power crisis (with illus) p52, July 11

The gas shortage fuels a fight p22, Aug.1

A power crisis that looks permanent (with map and illus) p14, Oct.3

Utilities put faith in Old Faithful (with illus) p50, Oct.3

Readers Report: Starving utilities p7, Nov.7

**UTILITIES & Industries Corp.**

Merrill Lynch to the rescue? p21, Oct.31

**V****VACATIONS**

A vacation bonus — but minus pay p26, July 18

**VALENTINE, Donald T.**

Confounding the semiconductor industry (with illus) p44, Nov.21

**VALUE Added Tax**

Treasury mulls a value-added tax p44, Aug.1

How to revive capital spending (with chart) p58, Aug.22

**VARADYNE, Inc.**

Varadyne goes the full circuit (with illus) p58, July 18

**VARIABLE - Rate Note**

Eurobonds get caught in the squeeze (with chart) p74, July 18

**VARIAN Associates**

Computers make fertile parents (with illus) p55, Nov.28

**VARIETY Stores**

How Kresge became top discountor (with cover, chart and illus) p62, Oct.24

**VENDING Machines**

How to make escapism pay (with illus) p112, July 11

Vendors pull out all stops (with illus) p52, Aug.15

**VENTURE Capital**

Feeding capital to the computers (with illus) p28, Aug.29

A take-charge guy in venture capital (with illus) p72, Oct.24

A wunderkind in venture land (with illus) p88, Nov.28

**VESCO, Robert L.**

A dark horse in the IOS derby (with illus) p23, Aug.29

**VETERANS**

A new jobs-for-veterans program # p46, Sept.19

Readers Report: No time for lieutenants? p6, Oct.10

**VIATRON Computer Systems Corp.**

A revamped program for volatile Viatron p24, Aug.1

Besieged Viatron fights bankruptcy p20, Dec.26

**VIDEO Cartridges**

A video cartridge bows to muffled applause (with illus) p100, Nov.14

**VIDEO Display Terminal**

How to copy a video display p30, Aug.29

**VIDEO Playback System**

Color TV spins onto the screen (with illus) p70, Aug.8

**VILLA, Francisco (Pancho)**

Mason: "The Great Pursuit." (with illus) p6, July 25

**VIRGINIA**

Virginia: a state with a new style (with map and illus) (Special Report) p104, Oct.17

**VISUAL Sciences, Inc.**

Moving images a Japanese way (with illus) p30, Aug.29

**VOCATIONAL Training**

Making civilians out of soldiers (with illus) p68, Sept.26

**VOLKSWAGEN**

Computer fix # p33, Sept.26

A faster road to a safer car (with illus) p23, Oct.31

A new shape for the beetle (with illus) p21, Dec.12

**VOLPE, John A.**

Now the Railpax row will begin (with illus) p38, Nov.28

**VOLUNTEERS of America**

Sidewalk Santa is not their bag (with illus) p37, Dec.19

**VON BRAUN, Wernher**

Von Braun: the next decade in space (with illus) p66, July 4

**W****WABASH Consolidated Corp.**

Readers Report: New owner p5, Nov.28

**WAGES**

A pay hike for steelworkers p61, Aug.8

Unions seek a \$2 wage floor # p80, Aug.15

President Nixon could now freeze the economy with wage and price controls # p32, Aug.22

Detroit's wage offer (Editorial) p84, Sept.5

The unions keep winning more p50, Oct.10

Crackdown on wage spiral in construction p32, Oct.31

New wage data may figure in trade bill fight p32, Nov.7

A tougher tack on inflationary hikes (with illus) p23, Nov.21

The OECD's bitter medicine for inflation (with chart) p92, Nov.21

Tough talk, and tougher to come (with chart) p26, Dec.5

A way to fence in construction pay (with illus) p53, Dec.5

**WAGON Wheel (Project)**

Will nuclear blasts boost gas supplies? (with map) p21, Aug.1

**WALT Disney Productions, Inc.**

Disney World wakes sleepy Orlando (with map) p42, Nov.14

# Short News Item

**WANKEL Engine**

A wager on Wankel # p26, Nov.7

**WARNER-Lambert Pharmaceutical Co.**

The drug industry catches the fever p18, Aug.8

**WARRANTIES**

Detroit tries a U-turn on warranties (with illus) p44, July 25

**WARREN, Glenn B.**

Another new engine nudges Detroit (with illus) p86, Oct.24

**WASHINGTON**

Vacationer's guide to the Northwest p87, July 18

**WASHINGTON, D. C.**

Travel report: action in lower Georgetown p84, Nov.28

**WASHINGTON Permanent Savings & Loan Assn.**

Christmas clubs go ecumenical (with illus) p21, Oct.31

**WASSERMAN, Richard M.**

How Levitt lives with a conglomerate (with illus) p52, Dec.26

The superblders move into housing (with cover, chart and illus) p50, Dec.26

**WASTE**

Melting waste into 'urban ore' p98, July 25

How to resurrect bricks from ashes (with illus) p48, Aug.1

In the dumps over garbage (with illus) p62, Sept.12

Proxmire seems to have the edge (with illus) p78, Sept.26

Readers Report: Small town trash p7, Oct.10

Waste as an asset (Editorial) p114, Oct.10

Turning junk and trash into a resource (with cover, table, chart, illus) (Special Report) p66, Oct.10

Treating pollution as a business cost (with illus) (Special Report) p88, Oct.17

Treating waste in greater haste (with illus) p106, Nov.7

Readers Report: Trash disposal fees p5, Nov.28

**WATAMORI, Tsutomu**

Here comes Hitachi (with cover and illus) p72, Aug.1

**WATER**

A taste of water # p103, Nov.14

**WATER (Bottled)**

Bottled-water sales begin to sparkle (with illus) p44, Nov.7

**WATER Pollution**

A grim pursuit of quicksilver (with illus) p42, July 18

More metals join the pollution list p30, July 25

Pollution rebels go to the public (with illus) p68, Aug.8

A race to clean up without pollution p21, Aug.29

Turning junk and trash into a resource (with cover, table, chart, illus) (Special Report) p66, Oct.10

Treating pollution as a business cost (with illus) (Special Report) p88, Oct.17

Treating waste in greater haste (with illus) p106, Nov.7

Detergents go down the drain # p32, Nov.14

A new fiber to clean water (with illus) p83, Dec.12

Canada rules on the waves # p21, Dec.26

EPA threatens court action against polluters p30, Dec.26

**WATERMAN-Bic Pen Corp.**

The challenger from France (with illus) p36, Aug.15

**WATERWAYS**

The waterway that couldn't be done (with map and illus) p124, Sept.12

**WATES, Neil**

Britain: Builder heaves a brick at apartheid (with illus) p36, Sept.26

Readers Report: Apartheid and bricks p7, Oct.24

**WATSON, Thomas J., Jr.**

IBM's new line confirms the rumors (with illus) p21, July 4

The man who makes it one world for IBM (with cover, chart and illus) p90, July 18

Learson pro tem at IBM # p32, Dec.5

**WAVERING, Elmer H.**

A video cartridge bows to muffled applause (with illus) p100, Nov.14

**WEAPONS**

A retreat from gold-plated contracts (with illus) p96, July 11

Critics zero in on new weapons p35, July 18

**WEATHERHEAD Co.**

Man of the year loses a stripe p17, Aug.8

**WEIDENBAUM, Murray L.**

Changes on Level Two p37, Nov.21

Revenue-sharing lobby mobilizes (with illus) p82, Dec.5

**WEINBERGER, Caspar**

A deficit clouds the new budget year (with illus) p14, July 4

**WEISS, Lawrence**

A discount shop on Wall Street (with illus) p98, July 11

**WEISZ, William**

An apprentice president makes the grade (with illus) p60, Sept.19

**WELFARE**

Nixon steps up lobbying for his welfare plan p30, July 4

Nixon's welfare drive gets stalled in the Senate p29, July 11

Stalling welfare reform (Editorial) p92, Oct.3

**WELLS, John**

Appalachia as a developing nation (with map and illus) p46, July 18

**WENDEL, William H.**

Publisher's Memo: Business Week Awards for Business Citizenship (with illus) p5, Sept.19

Trying a two-pronged strategy (with illus) (Special Report) p69, Dec.19

**WENKSTERN, Russell L.**

Tonka learns not to toy with success (with illus) p38, Aug.1

**WERNER Plan**

Europe: A new sign points to monetary union p28, Nov.28

**WEST Coast Commodity Exchange**

Futures traders try the West (with illus) p30, Oct.10

**WEST 97th Streeters**

Food shoppers buy together (with illus) p99, Dec.5

**WESTERN Union Telegraph Co.**

Can satellites replace Western Union's bikes? (with illus) p20, Aug.15



**WESTINGHOUSE Electric Corp.**

Can Westinghouse live with Lichtenstein? p27, Sept.26

Readers Report: Art of management p6, Oct.24

A new industry looks at itself p88, Nov.14

Europe: Westinghouse starts over 'over there' (with illus) p34, Dec.5

**WET Unit**

A new industry looks at itself p88, Nov.14

**WHARTON School of Finance & Commerce**

A slow convalescence—but it's real (with table and chart) p20, Sept.12

Auto strikers take the GNP for a ride (with chart) p18, Oct.3

Computer spies a happier 1971 (with chart) p18, Nov.28

Unemployment will stay high p12, Nov.28

Consensus for 1971: good but not great (with table) p66, Dec.12

**WHEELER, Burton K.**

Lindbergh: 'The Wartime Journals' (with illus) p8, Sept.26

**WHITE Consolidated Industries, Inc.**

Merger of Whites eases grip on Allis p22, Aug.22

**WHITE, Sir Eric Wyndham**

A toehold for Cornfeld # p20, Sept.5

**WHITE House Conference on Children**

Do businessmen make poor parents? p20, Dec.26

**WHITE Motor Corp.**

Merger of Whites eases grip on Allis p22, Aug.22

**WHITE, William G.**

A trucker takes to the sea and air (with cover and illus) p44, Oct.3

Readers Report: Not president p7, Oct.24

**WHITE, William M.**

A high flier comes back with a thud (with illus) p24, July 25

**WHITNEY-Fidalgo Seafoods, Inc.**

A salmon packer hits a golden run (with illus) p33, July 25

**WIGS**

Wigs take root with men, too (with illus) p33, Sept.5

The heady growth in women's wigs (with illus) p32, Sept.5

**WILLARD, Dr. Beatrice**

Nature study, executive style (with illus) p19, July 4

**WILLIAMS, Gordon**

Book Review p7, Aug.22

**WILLIAMS, Harrison A., Jr.**

Coal woes blacken utilities outlook (with illus) p18, July 4

Senate loosens reins on banks (with illus) p16, July 11

Franchising disclosure legislation # p30, Aug.8

**WILLIAMS, Kenneth**

A black and white issue faces Polaroid (with illus) p32, Nov.14

**WILLIARD, Charles**

Money runs thin for Cunard sisters (with illus) p17, Sept.5

**WILSON, Richard W.**

Middle East: Dealing with the hijackers (with illus) p34, Oct.10

**WILTSEE, Joseph L.**

The Business Week Guide to Personal Business (with illus) p5, Nov.28

**WINES**

Vintage years for California wineries (with chart, table and illus) p48, Sept.19

Counting stars in the wines of California p96, Sept.19

**WINN, Oliver H.**

GE is unreeling new circuits (with illus) p22, Dec.12

**WINSTON (Samuel), Inc.**

Dressmakers are hemmed in (with illus) p20, July 11

**WISCONSIN**

Proxmire seems to have the edge (with illus) p78, Sept.26

**WISER, F. C., Jr.**

Middle East: Dealing with the hijackers (with illus) p34, Oct.10

**WOLFF, L. N.**

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

**WOLFSON, Louis E.**

Using liquidation as a strategy p34, Oct.3

**WOLFSON, Mitchell**

How to make escapism pay (with illus) p112, July 11

**WOMEN**

Readers Report: Women's Lib p6, July 18

Where women man the ship (with illus) p80, July 25

In defense of women # p24, July 25

How bosses feel about Women's Lib (with illus) p18, Sept.5

Wife insurance: How it fits your estate plan p95, Oct.24

A Sunday afternoon truce # p103, Nov.14

**WOMETCO Enterprises**

How to make escapism pay (with illus) p112, July 11

**WOOD, Robert D.**

How CBS copes with TV pressures (with cover and illus) p58, July 4

**WOODCOCK, Leonard**

Auto talks take the direct route (with illus) p17, July 25

Talks grind down toward the deadline (with illus) p22, Sept.12

The UAW: Getting poorer and tougher (with illus) p75, Oct.31

What GM's pact means to industry (with illus) p96, Nov.21

**WOOTAN, James K.**

The corporate land rush of 1970 (with chart and illus) (Special Report) p72, Aug.29

**WORK Measurement**

Measuring how office workers work (with illus) p54, Nov.14

**WORKMAN Publishing Co.**

Readers Report: Where to get it p7, Sept.26

**WORKWEEK**

Poor: '4 Days, 40 Hours' p6, Nov.14

Readers Report: Where to buy it p5, Nov.28

**WORLD Bank**

A new storm hits the World Bank (with chart and illus) p100, Sept.26

**WRIGHT, J. Patrick**

Publisher's Memo: For 17 years we have maintained a full time news bureau in Detroit (with illus) p7, Aug.15

**WRISTON, Walter B.**

Warming up the first inflation alert (with illus) p29, July 18

**WYLY, Sam**

How to manage a professor (with illus) p40, Aug.22

**WYNDHAM, Sir Eric**

IOS: Back from the impossible dream (with illus) p68, July 4

**WYNNE, Angus, Jr.**

The trials of Penn Central's sweetheart (with illus) p46, Oct.17

**X****XENON Lamps**

A bright new light on a sex symbol (with illus) p22, July 4

**Y****YABLONSKI, Joseph**

Coal woes blacken utilities outlook (with illus) p18, July 4

**YACHT Races**

America's Cup: viewing an offshore classic p90, July 25

**YAHMED, Ben**

Telling it to Africa (with illus) p84, Oct.31

**YANKELOVICH (Daniel), Inc.**

Keeping track of trends # p66, Dec.26

**YARMUTH, Stanley**

The wild ride of Stanley Yarmuth (with illus) p41, Aug.8

**YOSHIKAWA, Dr. Shoichi**

From the H-bomb: Power without pollution (with illus) p80, Sept.12

**YOUTH**

Commentary: 'Youth' needs a new definition (with illus) p34, Dec.12

**YUGOSLAVIA**

Dictators look for likely successors p64, Oct.3

Yugoslavia ventures west in auto making p85, Nov.7

**Z****ZAMBIA**

Zambia: A friendly takeover in the Copperbelt (with map) p24, Aug.22

World resources: hard times for copper (with illus) p35, Dec.5

**ZEBRA Associates**

Gray skies for black admen (with illus) p81, Oct.31

**ZECKENDORF, William**

Zeckendorf: 'An Autobiography' (with illus) p7, Aug.22

**ZERO Population Growth**

Population heads for a zero growth rate (with chart and illus) p102, Oct.24

1. The first of these is the fact that the	2. The second of these is the fact that the	3. The third of these is the fact that the
4. The fourth of these is the fact that the	5. The fifth of these is the fact that the	6. The sixth of these is the fact that the
7. The seventh of these is the fact that the	8. The eighth of these is the fact that the	9. The ninth of these is the fact that the
10. The tenth of these is the fact that the	11. The eleventh of these is the fact that the	12. The twelfth of these is the fact that the
13. The thirteenth of these is the fact that the	14. The fourteenth of these is the fact that the	15. The fifteenth of these is the fact that the
16. The sixteenth of these is the fact that the	17. The seventeenth of these is the fact that the	18. The eighteenth of these is the fact that the
19. The nineteenth of these is the fact that the	20. The twentieth of these is the fact that the	21. The twenty-first of these is the fact that the
22. The twenty-second of these is the fact that the	23. The twenty-third of these is the fact that the	24. The twenty-fourth of these is the fact that the
25. The twenty-fifth of these is the fact that the	26. The twenty-sixth of these is the fact that the	27. The twenty-seventh of these is the fact that the
28. The twenty-eighth of these is the fact that the	29. The twenty-ninth of these is the fact that the	30. The thirtieth of these is the fact that the
31. The thirty-first of these is the fact that the	32. The thirty-second of these is the fact that the	33. The thirty-third of these is the fact that the
34. The thirty-fourth of these is the fact that the	35. The thirty-fifth of these is the fact that the	36. The thirty-sixth of these is the fact that the
37. The thirty-seventh of these is the fact that the	38. The thirty-eighth of these is the fact that the	39. The thirty-ninth of these is the fact that the
40. The fortieth of these is the fact that the	41. The forty-first of these is the fact that the	42. The forty-second of these is the fact that the
43. The forty-third of these is the fact that the	44. The forty-fourth of these is the fact that the	45. The forty-fifth of these is the fact that the
46. The forty-sixth of these is the fact that the	47. The forty-seventh of these is the fact that the	48. The forty-eighth of these is the fact that the
49. The forty-ninth of these is the fact that the	50. The fiftieth of these is the fact that the	51. The fifty-first of these is the fact that the
52. The fifty-second of these is the fact that the	53. The fifty-third of these is the fact that the	54. The fifty-fourth of these is the fact that the
55. The fifty-fifth of these is the fact that the	56. The fifty-sixth of these is the fact that the	57. The fifty-seventh of these is the fact that the
58. The fifty-eighth of these is the fact that the	59. The fifty-ninth of these is the fact that the	60. The sixtieth of these is the fact that the
61. The sixty-first of these is the fact that the	62. The sixty-second of these is the fact that the	63. The sixty-third of these is the fact that the
64. The sixty-fourth of these is the fact that the	65. The sixty-fifth of these is the fact that the	66. The sixty-sixth of these is the fact that the
67. The sixty-seventh of these is the fact that the	68. The sixty-eighth of these is the fact that the	69. The sixty-ninth of these is the fact that the
70. The seventieth of these is the fact that the	71. The seventy-first of these is the fact that the	72. The seventy-second of these is the fact that the
73. The seventy-third of these is the fact that the	74. The seventy-fourth of these is the fact that the	75. The seventy-fifth of these is the fact that the
76. The seventy-sixth of these is the fact that the	77. The seventy-seventh of these is the fact that the	78. The seventy-eighth of these is the fact that the
79. The seventy-ninth of these is the fact that the	80. The eightieth of these is the fact that the	81. The eighty-first of these is the fact that the
82. The eighty-second of these is the fact that the	83. The eighty-third of these is the fact that the	84. The eighty-fourth of these is the fact that the
85. The eighty-fifth of these is the fact that the	86. The eighty-sixth of these is the fact that the	87. The eighty-seventh of these is the fact that the
88. The eighty-eighth of these is the fact that the	89. The eighty-ninth of these is the fact that the	90. The ninetieth of these is the fact that the
91. The ninety-first of these is the fact that the	92. The ninety-second of these is the fact that the	93. The ninety-third of these is the fact that the
94. The ninety-fourth of these is the fact that the	95. The ninety-fifth of these is the fact that the	96. The ninety-sixth of these is the fact that the
97. The ninety-seventh of these is the fact that the	98. The ninety-eighth of these is the fact that the	99. The ninety-ninth of these is the fact that the
100. The hundredth of these is the fact that the		













